Baker, Hostetler & Patterson
1956 Union Commerce Bldg.
Cleveland 14, Ohio

THE PULSE
HITS THE NAIL ON THE HEAD!

1. 90.9% of Baltimore families listen to radio during an average week.
2. 71.2% of the Baltimore homes are reached by radio on an average day.

These are the big facts proved by Pulse's new "CPA" (Cumulative Pulse Audience) survey.


—in Baltimore

Tom Tinsley, President  •  R. C. Embry, Vice-president  •  Represented by Forjoe & Co.
WOW!

WTVJ, in the 6 Station South Florida Market, has a larger audience sign-on to sign-off, than all other five TV stations combined.

In each 1/4 hour between 6 P.M. and 12 P.M. over 80% of the sets in use are tuned to CHANNEL 4.

Call your Free & Peters Colonel now! Have him show you the latest PULSE. You'll find that WTVJ has the lowest cost-per-thousand figures of any medium in Fabulous South Florida.

WTVJ
Channel 4
MIAMI

FLORIDA'S FIRST TELEVISION STATION
100,000 WATTS POWER — 1,000 FT. TOWER
in PROVIDENCE — wherever you go, WHIM it's radio!

Any day of the week, WHIM delivers the largest out-of-home audience* of any Providence radio station.

For example:

Mon. - Fri. 12 noon — 6 PM

**WHIM**

- Net. Sta. A. 14%
- Net. Sta. B. 13%
- Net. Sta. C. 12%
- Net. Sta. D. 12%

26% share

For the whole story, ask Headley-Reed! *Pulse, Inc. -

Out-of-Home Providence, April '54.
you're looking at the world through rose-colored glasses

WGAL-TV
LANCASTER, PA.
NBC • CBS • DuMont

Things look rosy when your product sales are stimulated by the super-magic of this super-powered station. WGAL-TV's 316,000-watt signal on Channel 8 beams a clear picture from its mountaintop transmitter location to a wide area with a population of over three million people who have more than $5½ billion to spend. For pleasing sales results, buy WGAL-TV.

Representatives:
MEEKER TV, INC. New York Los Angeles Chicago San Francisco

Channel 8 Mighty Market Place
Harrisburg Lebanon Hanover Gettysburg Chambersburg Waynesboro Frederick Westminster Carlisle Sunbury Martinsburg York Reading Pottsville Hazleton Shamokin Mount Carmel Bloomsburg Lewisburg Lewistown Lock Haven Hagerstown

STEINMAN STATION
Clair McCollough, Pres.
FOUR FOR ZIV • Four new tv film series now in various stages of plotting, planning and preparing at Ziv Television Programs Inc. First one out of Ziv shop will probably be as yet unnamed series being made with cooperation of state highway patrol organization, starring Broderick Crawford.

ACTS of alleged sabotage by striking employees of Southern Bell during past month reportedly causing consternation, not only among radio and newspaper users, but also military and defense officials. Circuit and cable severances have disrupted voice channels on tv along with hundreds of long distance telephone wires, news wires and teletype circuits. Responsible officials cite possible die consequences in event of national emergency through such acts which could render Conelrad and other standby civil defense services completely ineffective.

TAKING STOCK • Trend toward formation of public stock companies in broadcast field, engendered largely through economics of tv, is being studied by several members of FCC. Testimony in this regard may be adduced at upcoming hearings either before Senate or House committees studying broadcast field.

EXTENT to which toll tv is being used in possible exploitation of stock likewise is stimulating FCC interest. One Commissioner points out that although subscription tv is non-existent and is scheduled simply to get preliminary hearing at FCC, stock values in field appear to be affected by constantly increasing barrage of publicity on air and in print being given such projects.

BUSINESS BAIT • Fuller & Smith & Ross is about to beef up radio-tv department in New York office with several executives to be brought in from outside. Purpose is to make department big enough to attract new business. Art Duram, vice president in charge, elected to stay on to supervise expansion, despite offer of high-level job at NBC-TV.

NOW THAT Senate Antimonopoly Subcommittee has named Joseph Burns as chief counsel, it's expected that Howard L. Chernoff, west coast broadcaster and former directing head of West Virginia Network, will relinquish his formal status as consultant to Kilgore committee but remain subject to call. Chairman Kilgore (D-W. Va.) had announced [B&T, Jan. 17] that Mr. Chernoff would serve in consulting capacity. Afterward, however, Senate Commerce Committee, headed by Warren G. Magnuson (D-Wash.), launched its "study" of tv-network field with understanding that monopoly questions, if any, would be referred to Kilgore group.

RADIO IN EVERY TV SET • New project, sparked by Edgar Kobak, president of Advertising Research Foundation and business consultant, is to sell set manufacturers on project "to include a radio set at part of every tv set." Even lowest priced tv sets could have small, inexpensive radio installation, he contends. He has advanced subject to President Key Sweeney of Radio Advertising Bureau.

PIXIE approach being taken to de-intermixture at FCC. Question broached: Will FCC be de-intermixed to extent of appointment of male member if Comr. Frieda B. Hennock isn't renominated by President Eisenhower (and subsequently confirmed by Senate)? Miss Hennock's term expires June 30.

COMMERCIAL KUDOS • Project for establishment of awards for commercials is being picked up by at least one organization—National Audience Board, headed by Peter Goeller, former station owner. Without reference to Space & Time (Inside Advertising) survey, Mr. Goeller is proceeding with plan for setting up awards advisory committee to further project. He describes "NAB" as "a middle-of-the-road organization to serve the public fairly but without hostility to the industry" and suggests that one award should be given for the best commercial.

APPOINTMENT of Robert L'Heureux, Senate Commerce Committee professional staffer, as GOP counsel for committee's investigation of tv networks and uhf-vhf troubles [B&T, April 4] was delayed last week by Sen. John W. Bricker (R-Ohio), committee's ranking Republican, pending return of committee Chairman Magnuson from West Coast. Appointment should be forthcoming this week after Bricker-Magnuson huddle.

SPREADING PROBLEM • Influx of de-intermixture petitions embracing entire states gives rise to speculation that FCC may have started out with idea of "selective de-intermixture" but it's obvious it now has regional problem which before long will be national.

Six major tv tuner manufacturers have accepted invitation of Senate Commerce Committee Chairman Warren G. Magnuson to meet in latter's office at 11 a.m. Wednesday to discuss costs and other data on all-channel tuners, preparatory to committee's meeting next Monday with set manufacturers to talk on making all-channel sets [CLOSED CIRCUIT, April 4]. Among tuner makers to attend will be Sarges Tarzian, WTTV (TV) Bloomington, Ind.

SUBSCRIBER SCRIBBLER • Sidelight of last week's fee-tv battle at National Press Club, Washington, was busy pencil of Ted Leitell, Zenith's public relations director, when forms were supplied for post-debate questioning of contestants—Dr. Millard C. Faugh, Zenith - Phonevision consultant, and Alfred Starr, Nashville theatre operator opposing pay-to-see. Luncheon oratory was heard by relatively few newsmen, with industry people dominating tables.

NETWORKS are included in current Federal Trade Commission investigation into merchandising on radio-tv stations [B&T, April 4], according to reports received from network representatives and other sources. Radio and tv are not villains in this drama, but rather manufacturers who make advertising allowances to some customers without proportional outlays to all customers. Investigation started about two years ago but just recently came to light. Some say it's dormant.

LITTLE LECTURES • New feature of NARTB convention programming in Washington May 22-26 will be battery of top-flight scientists giving nine-minute speeches at Thursday morning television session. Plan calls for outstanding authorities on tv to explain basics of video techniques. Afternoon of tv day will be devoted to Television Bureau of Advertising sales session.

SHOWING which way winds blow are some of comments on FCC's proposal to permit 100 tv stations, no antenna height requirement [B&T, Feb. 28]. Many of those replying to rule-making notice submitted highly favorable comments on assumption that proposal means Commission will permit uhf drop-ins under low-power, less-than-minimum antenna heights. This is entirely erroneous, FCC spokesmen emphasize.

UHF SLOWDOWN • Flight of uhf is pointed up in statistics that show that out of 21 tv stations starting regular programming this year (through April 15) only two were in the ultra high band. One was nation's first satellite, KITV-TV, Pasco Wash., rebroadcasting programs of KIMA-TV Yakima. In similar 1954 period, out of 34 starters, 15 were uhf.
NOWHERE was rock bottom.
YOU is a radio station.  WTIX.
WHAT it came to be was a big factor in New Orleans radio.

19 months ago WTIX was eleventh among eleven stations. (Is that nowhere, or isn’t it?) About that time Mid-Continent took over, with new programming, ideas, excitement.

In ten months WTIX hit the top in audience, and has been first or second consistently ever since. Current first-place all-day rating: 16.3%*.

When was your impression of New Orleans radio formed? That long ago? Talk to national rep Adam J. Young, Jr. (who comes to you out of somewhere) or WTIX General Manager Fred Berthelson.

*Hooper Radio Index, 7 a.m.-6 p.m., Mon.-Fri., March, 1955

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

KOWH, Omaha  Represented by H-R Reps, Inc.
WHB, Kansas City  Represented by John Blair & Co.
WTIX, New Orleans  Represented by Adam J. Young, Jr.

New Orleans 16, La.
AAA Agenda Released For Three-Day Convention

ESTIMATED 500 member agency personnel and invited guests are expected to attend 37th annual meeting of American Assn. of Advertising Agencies which will take place Thursday through Saturday at Boca Raton Hotel and Club, Boca Raton, Fla.

Events Thursday will be for member agency people only, starting with morning executive session and including election of new officers and directors. Thursday afternoon will be devoted to concurrent meetings of small, medium, and large agency groups for discussion of management problems, led by Alvin H. Kaplan, Kaplan Agency, New York; James D. Webb, C. J. LaRoche & Co., New York, and George C. Reeves, J. Walter Thompson Co., Chicago.

First part of general session Friday morning will be presided over by Lawrence Valenstein, Grey Adv., New York. Arno Johnson of J. Walter Thompson Co., New York, will talk on "The Job for Advertising in the Continuing Expansion of Our National Economy," and will be followed by special announcement regarding 1956 AAAA board meeting to be made by Henry G. Little, Campbell-Ewald, Detroit, vice chairman of association, and James M. Lambie Jr., White House assistant.


Sixth annual regional and council governors' day will be held Wednesday before convention opens, with more than 50 governors of four AAAA regions and 19 councils meeting in morning conference at Boca Raton. Get-acquainted cocktail party will be held for arriving members Wednesday evening.

Godfrey Dropping Talent In Program Reorganization

CBS-TV and CBS Radio announced Friday that services of The Mariners, Marion Marlowe and Hallelujah of Arthur Godfrey programs have been discontinued, as well as services of Charles Horine, Preston H. Miles and Charles Slocum of writing staffs of these shows. It was said that the Godfrey programs are "being reorganized at this time as a result of a plan to make more use hereafter of performers who are not permanently associated with the group." "In the interest of good showmanship," Mr. Godfrey commented, "producers have never hesitated to make changes in format and personnel, which would improve the overall quality of their programs."

"Such changes in personnel as become necessary are now being made as they are construed as reflections upon the ability of those who are released. These people all have achieved stardom and I am proud of them. I wish them well in every respect."

ELECTRONICAM TEST

WALTER CRAIG, vice president in charge of radio and television, William H. Weintraub & Co., New York, is expected to be first advertising executive to produce commercial on DuMont's Electronicam, system that combines live tv with film recording in single operation (see story page 27). Mr. Craig plans to test Electronicam when he makes commercial for either Ronson or Revlon, two of his clients, next Monday.

First Weekend ‘Monitor’ Sale Made to Seashore Products

FIRST sale on NBC Radio's weekend Monitor series [BT, April 4] announced Friday by Tom McFadden, NBC vice president in charge of spot sales. Sale to Alfred D. McKelvey Co., New York (Seashore products for men), was for 10 weeks of participations in Monitor, starting June 12 when series is unveiled.

Sale was made through NBC Spot Sales in negotiation with Patrick Gorman, McKelvey president. Monitor will be continuous program of music, news, weather reports, interviews, drama vignettes, etc. and will be sold on "magazine" concept, in lengths of one-minute, 30-seconds and billboards of six seconds.

CBS Sets Pay-See Debate

CBS-TV announced Friday it will teletcast special program exploring both sides of subscription tv issue May 1, 5:15-6 p.m. EDT. Network had announced March 29 that it would schedule program.

CBS-TV reported invitations have gone out to Comdr. Eugene F. McDonald Jr., president of Zenith Radio Corp., to be spokesman for subscription tv group and to Victor Sholla, vice president and director of WHAS Inc., Louisville, to give views of opponents. Two panels of experts, who are supporters of one side or other of issue, are being invited to question opposing spokesmen.

NBC’s Fee Offer

NBC-TV Friday offered 15 minutes free time on its five owned tv stations to Zenith Radio Corp. for latter to air views in support of subscription tv. Network said that if Zenith accepts proposal, it will make same offer to representative organization opposing fee tv (early story, page 97). NBC-TV’s offer followed move by BBDO, Zenith agency, to place spot announcements on five owned tv stations on behalf of subscription tv. Spokesmen said NBC-TV decided on this step because it felt that spot announcements could not deal adequately with subject “as complex and involved” as toll tv.

Several weeks ago Zenith cancelled its April 10 share of sponsorship of Omnibus, claiming CBS-TV had censored its April 3 Omnibus commercials promoting subscription tv. CBS-TV denied censorship, asserting Zenith had tried to deviate from its contract, which limits commercials to goods and services [BT, April 11].

• BUSINESS BRIEFLY

TWO RENEW LIFE • Hazel Bishop and Procter & Gamble will renew This Is Your Life for two-year season October 1955 and 1956 on NBC-TV, Wed., 10-10:30 p.m. EST. In addition, Hazel Bishop understood to have signed year's contract for sponsorship of Place the Face, produced by Ralph Edwards on NBC-TV. Program starts June 28, Tues., 8-8:30 p.m. during summer season and will move to another period in fall. Bishop will also place heavy spot tv drive to promote compact. Raymond Spector, N. Y., is agency.

P&B'S NEW WHIRL • Procter & Gamble Co., Cincinnati, will introduce new product, while shortening called Whirl, in number of midwest markets early in May with spot tv campaign through its agency, Benton & Bowles.

SCHICK'S CHOICE • After many meetings, last Friday it was all but decided by Shick, Stamford, Conn. (electric razors), that Kenyon & Eckhardt, N. Y., that firm would sponsor alternate week of The Robert Montgomery Show on NBC-TV, 9:30-10:30 p.m. instead of dramatic show with name producer that network had submitted to client and agency.

SEEKS FALL TIME • Necchi & Elsa Sewing Machines, through Grey Adv., N. Y., negotiating with networks and program packagers for show and time to start next fall.

BLUE COAL SPOTS • Delaware, Lackawanna & Western Coal Co. (Blue Coal) placing radio spot announcement campaign in more than 15 east coast markets, effective mid-April for six weeks. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

SIMONIZ RADIO • Simoniz Co., Chicago, through Sullivan, Stauffer, Colwell & Bayles, N. Y., preparing radio spot schedule starting in mid-April for 17 weeks in number of markets.


ABC-TV Offers New Co-Op

OFFER to ABC-TV affiliate stations for co-op show on pay-if-you-sell basis went out from network Friday. Telecast, titled Henny & Rocky, will feature Henny Youngman and Rocky Graziano in weekly comedy variety series starting June 1 in time slot following Pabst-Mennen boxing bouts. Network will be 30% of sale price if show is sold.

KFB! Adopts Rate Plan

NEW RATE structure along concept of "realistic pricing method" plan devised by rate committee of Avery-Knodel, New York, adopted by KFB! Wichita which is represented by Avery-Knodel. New card becomes effective June 1. RPM plan pegs advertising costs to station’s share of audience in all time periods.

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In less than a year, Winston became one of the top-selling cigarettes in New England! Local spots on WJAR-TV played an important part — and continue to play it — in the record-breaking sales climb of this new filter cigarette. Local TV is your best buy for sales in a hurry — and repeat sales in the long run. WJAR-TV programs more live, local shows than any other TV channel in New England. It pays to make the sale on WJAR-TV!

Client: R. J. Reynolds Tobacco Co. (Winston Cigarettes)
Agency: William Esty, New York City

Represented Nationally by Weed
KCRA Sacramento Winner In Close Television Case

УIQUE situation of having two applicants so evenly divided that only “slight” superiority in past broadcast record enabled FCC to award final decision in Sacramento ch. 3 to KCRA Sacramento, Commission said Friday. Sacramento Broadcasters, wholly owned by former KDKA San Francisco owner Lincoln Dellas, was denied. Decision upholds examiner’s 1954 initial decision.

Jackson, Miss., Tv Merger Is Submitted to Commission

APPLICATION for approval of consolidation of WSLI-AM-TV and WJTV (TV), both Jackson, Miss., filed Friday with FCC. WSLI stations licensed to Standard Life Broadcasting Co., 52.8% owned by Standard Life Insurance Co., 23.2% by T. B. Sanford, Jr., and 22.8% by L. M. Seapaugh. WJTV owned by Mississippi Publishers Corp. (Jackson Clarion-Ledger and News).

WSLI-TV operates on ch. 12, is affiliated with ABC. WJTV operates on ch. 25, is CBS affiliated. Merger agreement provides stock increase in WSLI licensee from present 250 to 1,000 shares to be owned for FCC approval of consolidation.

Air Force Wants Low Towers

LED by Air Force, Defense Department attorneys argued vigorously last week in attempts to persuade FCC not to approve 1,000-ft. towers for TV stations. Involved are KGO-TV Enid, Okla., which wants to move from present 816-ft. tower, 4½ miles from civilian airfield and 12.1 miles from military airfield, to 1,356-ft. tower, 28 miles southeast of both airports, and KWSV-AM Roswell, N. M., which wants to move its present 790-ft. antenna, 9.2 miles from Walker Air Force Base, to 1,610-ft. tower, 40 miles from that airfield. Military contingent, led by Air Force brigadier general, comprised a colonel, lieut. colonel, two majors, Navy commander, plus three civilian attorneys. Efforts seemed to be directed at establishing dangers of any tower above 1,000 ft. in light of today’s high speed military planes, training missions, etc. Examiner is Hugh B. Hutchison.

Channel Moves Asked

KCSI-TV Pueblo, Colo., Friday asked FCC to move ch. 3 from Pueblo to Alamosa, Colo. The ch. 5 Pueblo station plans to apply for facility as satellite in Alamosa. Ch. 69 WANE-TV Fort Wayne, Ind., Friday asked FCC to move ch. 2 to Fort Wayne from Delair, Ind., place ch. 69 in Huntington.

NARTB GOLF

ANNUAL NARTB-B&T blind bogey golf tournament for B&T trophies will be held Sunday, May 22, as industry convention gets underway in Washington. Tournament will take place at Goose Creek Country Club, near Leesburg, Va. Tee-off time is 9 a.m. Buses will leave Shoreham and Sheraton Park Hotels around 8:30 a.m. Reservations can be made at any B&T office. B&T will award silver trophies to low gross and low net winners. Washington stations also are donating prizes.

Five-Mile Limit Draws Fire

DEADLINE filings on FCC’s proposal to limit tv antennas to sites no more than five miles from outer limits of principal city (see earlier story page 84) flooded into Commission Friday, with heavy opposition from major broadcast entities and farm organizations.

Among opposition were NBC, CBS, ABC and DuMont, Storer Broadcasting Co., WGAL-TV Lancaster, WLEV-TV Bethlehem, KLZ-TV Denver, KTVD (TV) Salt Lake City, KHQ-TV Spokane, KTVB-TVS Shreveport, WSTD-TV Steubenville, KGUL-TV Galveston. Farm organizations in opposition were American Farm Bureau Federation and National Council of Farmer Cooperatives.

NARTB Adds Labor Economist

HAROLD G. ROSS, studying for doctorate at Cornell U., Ithaca, N. Y., joins NARTB May I as labor economist. Mr. Ross will serve under Charles H. Tower, manager of Employe-Employee Relations Dept., and James H. Hubert, assistant manager. Author of many articles on labor relations, Mr. Ross holds master’s degree from Cornell in collective bargaining. He obtained bachelor’s degree at Wharton School of Commerce, U. of Pennsylvania.

UPCOMING

April 18: New York State Assn. of Radio & Television Broadcasters, Utica.
April 19-23: Society of Motion Picture & Television Engineers, Drake Hotel, Chicago.
For other Upcomings, see page 124.

PEOPLE

HORACE W. DENGLER and STUART D. COWAN JR., to Donahue & Coe, N. Y., as vice presidents effective beginning of June. Mr. Dengler and Mr. Cowan previously had own agency which was formed in 1924. Personnel will go to Donahue & Coe.

RICHARD LOCKMAN, vice president in charge of advertising, merchandising and sales promotion, Bourjois Inc., N. Y., to Emil Mogul Co., N. Y., as vice president and director of newly expanded drug, cosmetics and toiletries division.

VICTOR G. BLOEDE, copy supervisor, Benton & Bowles, N. Y., elected vice president of agency. Mr. Bloede has been with company five years.

JEROME S. STOLZOFF, Procter & Gamble account supervisor, Biow-Beim-Toigo Inc., N. Y., and with agency since 1953, appointed vice president.

LOY R. LEE, formerly with Hazel Bishop Inc. and NBC, and JOHN W. DICKINSON JR., previously with Toni Div. of Gillette Co., join account management staff of Earle Ludig & Co. Mr. Lee becomes merchandising account executive. Mr. Dickinson becomes account executive.


DON BECKER, creator-producer-writer of daytime radio and television shows, appointed general programming executive of NBC-TV. Mr. Becker, in recent years, has written daytime serials and previously served as vice president in charge of programs for Trans-American Broadcasting & Television Corp. and as assistant general manager of WLW Cincinnati.

MARTIN KATZ to be named manager of sales development department of John Blair & Co., succeeding Citor E. Forker, resigned, who joins WNEW New York as account executive.

MRS. THANA SWEENY JR., advertising and publicity department of Magna Theatre Corp., N. Y., became mother of boy, George Skouras Sweeny on April 9. Mrs. Sweeny is daughter of George P. Skouras, president of United Artists Theatre Circuit Inc.

FCC Members to Ohio

FCC members journeying to Cleveland next week to attend Lake Carrier’s Assn. convention Thursday will also visit Canton, Ohio, industrial plants to look over industrial radio applications. Commission will begin regular weekly meeting Tuesday afternoon instead of Wednesday morning as customary.

Admiral Sales Down

BOARD of directors of Admiral Corp. Friday weighed proposal to build and lease its automation equipment (automatically-assembled printed circuit panels) to American manufacturing industry. Some large manufacturers have shown interest in equipment, Ross D. Siragusa, president, said in announcing firm’s first quarter report. Color tv won’t be factor in Admiral business until next year, he said, but automation should help reduce production costs when mass output starts. Firm’s sales dropped 12% under same period in 1954, but Mr. Siragusa projected 5 to 10% boost in sales for 1955 despite expected 50% cut in government business. All directors re-elected at stockholders meeting.

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the week in brief

Dumont makes it official. It's going to be a film network after all, company affirms in unveiling new Electronicam. 27

Brand Names Foundation meets Motorola's Taylor elected board chairman at three-day session in New York last week. 29

Bulova makes a commercial Six watches ride a jet through the sound barrier. B&T tells the story in pictures. 30

Soap opera goes European Radio Free Europe uses U. S. techniques to push its messages through the Iron Curtain. 35

Radio: Grass roots giant The aural medium is growing, and here are figures to prove it. 38

Remodeling the old stand ABC's new conference room. 48

WBT-WBTC (TV)'s new building. 50

Warner Bros. on ABC Film company plans hour-long tv show, cites promotional values of tv for theatre movies. 60

Nartb TV board takes stand against subscription tv and against FCC plan to limit towers to within five miles of principal city. 68

Miami de-intermixture Storer wants the city all-ufi, still plans to apply for vhf there. 74

Chris Stump on the air? Second installment: Democratic Chairman Butler echoes Comr. Henneck's sentiment that candidates should get time for free. 77

Communications act revisions FCC chairman urges House Commerce unit to amend four sections, sanction hiring outside experts for network probe. 80

Blair expands radio Representative firm creates new department, new branch in Atlanta. 86

WXIX (TV)'s radio spots CBS-owned outlet uses saturation drive on local ans to boost conversion. 88

RCA's go sign on 21" color Manufacturer announces mass production plan for metal tube. 96

Money for subscription tv Zenith says it's prepared to risk millions on Phonovision. 97

CBS radio names salesmen Lochridge appointed eastern sales manager; Reitzel named in Detroit. 100

Salk breaks criticized NBC-TV's premature release of vaccine story evokes protests. 100

The iert awards Institute for Education by Radio-TV announces winners. 104

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Thorough coverage of your market sells merchandise. And no station or group of stations covers the 46 counties of the Prosperous Piedmont as does WFMY-TV.

Here in Piedmont North Carolina and Virginia, business is booming. Some 2 million people have money to spend and last year they spent it at the rate of $1.5 billion on retail purchases alone!

Providing the finest in local TV and network programming, WFMY-TV is the only CBS television affiliate completely covering the 325,000 TV homes in this $2.3 billion market.

With nearly 6 years telecasting experience and full 100,000 watts power, WFMY-TV is a must for thorough coverage of the Prosperous Piedmont.

Call your H-R-P man today, for details.

WFMY-TV
Channel 2
GREENSBORO, N. C.

Represented by Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco
EXTRA

of the day and night—Nielsen’s now reports to CBS Radio show that motorists radio audience. And to the advertiser you tell your story to the 75 million get the 26 million sets in cars
radio listeners every hour counting the audience in cars! His first add as much as 33 per cent to the these listeners come absolutely free. When radios people have at home, you

EXTRA!

Nielsen's initial report shows that even in mid-winter, radio talks to as many as two million cars driving during the day add 14% to the weekday radio audience, and people driving at night add 14% during the week, and on the weekend, 18%. Moreover, CBS Radio's recent studies on the Jersey Turnpike indicate that seven motorists in ten tuned in to a program know the sponsor and can "play back" substantial parts of his commercial.
20% more than in 1951
for a 1953 total of $24,168,000! (Sls. Mgt. 1952-54)
More than is sold in Oakland,
Dayton, Memphis or Fort Worth!
We’ve got more people, making more, spending more,
and watching Channel 8 more than ever before!

KFMB 8 TV
WEATHER-ALVAREZ BROADCASTING, INC.
REPRESENTED BY PETTY
SAN DIEGO, CALIF.

America’s more market
POLIO VACCINE COVERAGE

KTTV (TV) HOLLYWOOD

WHILE not many viewers were able to stay with KTTV for Hollywood's remarkable live remote of the Salk Polio Vaccine Conference for the full four hours it remained on the air, Richfield Oil Corp., Los Angeles, which sponsored the program with becoming dignity, will undoubtedly find the cost of a program of such great public interest an investment very well spent.

KTTV offered the only full coverage in the nation, from start to finish, of the event. The official conference of the National Foundation for Infantile Paralysis at the U. of Michigan was not a "show" in the normal sense of TV production, and it certainly cannot be reviewed as such. To the everlasting credit of KTTV, the station allowed the inherent drama of the report speak for itself, through straightforward production.

Early reports indicate that Southern California doctors, pharmacists, nurses and others allied with the medical professions constituted much of the viewing audience. Professional groups cooperated with the station's publicity and promotion department in wiring to their membership that the program could be seen. Lay viewers undoubtedly had trouble sometime in the interpretation of the scientific jargon, inevitable in such a meeting. The unobtrusive commentary of KTTV announcer Ed Reimers was helpful in this respect and even the densest of viewers could grasp the general idea of what was being said, and what it meant to humanity.

The commercials, presented with intelligence by actor Thomas Mitchell, stressed that the Richfield Oil Corp., always concerned with conservation and promotion, was presenting the program because the conservation of human life was of greatest importance.

All in all, KTTV's Salk Polio Vaccine Conference proved a credit to the stations which carried it (besides KTTV, KGO-TV San Francisco, KFMB-TV San Diego, KCCC-TV Sacramento and KJEO-TV Fresno). As an eye-witness report of history in the making, it justified the notion that television can rise to the public interest with a combination of good taste and technical skill.

SEE IT NOW

EDWARD R. MURROW devoted his Tuesday night See It Now program (CBS-TV) to an informative conclusive on the immediate and future significance of the Salk vaccine. The program originated live from the room where early that day the positive results of the vaccine tests were announced to the world.

With Mr. Murrow were Dr. Jonas Salk and two other key figures who took part in medicine's big day: Dr. Thomas Francis Jr., who compiled the report, and Dr. Alan Gregg, vice president of the Rockefeller Foundation.

Mr. Murrow informed the kind of show that only viewers have come to expect from him. It was illuminating. His questions, simple and direct, were the same ones as those on the lips of the nation.

In response to a question, Dr. Salk said the reason for first giving the anti-polio serum to first and second graders was because statistics showed the greatest number of polio incidents occurred in this group. As to the problem of a black market in the Salk vaccine before it is plentifully available, Dr. Gregg said he thought there should be a "para-government" of special group set up to handle distribution. He thought the goal was the central intelligence should be created to insure efficient dispersal.

The program was a triumph in simplicity.

No props or film were used. Mr. Murrow sat at the head of a conference table, the doctors sitting on one side, each with a microphone. The subject matter and the skilful presentation were all that was needed. Mr. Murrow's sponsor, Aluminum Co. of America, cooperated by eliminating the middle commercial, so that the interview could be conducted without interruption.

ABC RADIO

DURING that afternoon (2-2:30 p.m.) ABC Radio presented a half-hour summary of the Report on the Salk Vaccine in a program of that name. John Daly, vice president in charge of news, special events, sports and public affairs for ABC, served as commentator for the program, tape-recorded from the three-hour news conference. Mr. Daly presented the highlights of the evaluation report simply and directly, with no attempt to enhance with adjectives or technical tricks the drama inherent in the report itself. Then came comments from Dr. Salk, Dr. Francis and others intimately associated with the vaccine and its use, including city and state health officers and executives of pharmaceutical companies now engaged in manufacturing the vaccine.

In keeping with the dignified, factual presentation of a story of such vital interest to the listening public as this, Gerber Baby Food Fund, which sponsored the ABC Radio presentation, restricted its commercials to opening and closing sponsor identifications.

* * *

BOOKS


LIVING UP TO THE BUSINESS' aspect of its title as well as its subtitle, "How to get into television and radio," this volume pays little attention to acting itself but concentrates on the techniques of getting work as an actor in the broadcast media. It is, in fact, a sales manual that differs from other how-to-sell volumes chiefly in that the product in this case is the actor himself. To succeed as an actor, the author states, "all you need is talent, patience, 'guts', faith and 'creative imagination'." That's a combination for success in any business.


ANYONE considering a career in TV programming will find this a valuable basic text. Mr. O'Meara, formerly a producer-director for NBC-TV in New York and Hollywood and now TV consultant, takes his reader on a studio tour that covers every step of TV programming from a description of the equipment to a discussion of the use of music in TV. No detail is too small to be noted and each is explained in words that should be clear even to a reader who has never been inside a TV studio.


These five paperback volumes contain the texts of the Nor corps in basic electronics as currently taught at Navy specialty schools. "In releasing this material to the general public," the preface states, "the Navy hopes to provide the means for creating a nationwide pool of personnel upon which the Armed Forces could call in time of national emergency, without the need for precious weeks and months of schooling."
These 32 men cover a five-state newsbeat for WBZ-TV. They're film reporters. They're on 24-hour call. There's one within thirty minutes of anything that can happen anywhere in WBZ-TV's range. They feed ten news shows every day with fresh, on-the-spot local news film. Their documentary, The Story of Hurricanes Carol and Edna, won the top TV award of the Radio-T News Directors' Association last year.

This is the aggressive way WBZ-TV goes after the news. It's typical of the spirit that permeates New England's first TV station. It's a spirit that moves WBZ-TV to be Number One in everything it does. So—WBZ-TV shoots the works on new
programming. WBZ-TV news gets the big news audience. Big audiences on WBZ-TV mean big things for advertisers in America’s big sixth market. Tell these big audiences the news about your products. Call Herb Massé, WBZ-TV Sales Manager, at ALgonquin 4-5670, Boston—or your nearest Free & Peters agent.

WESTINGHOUSE BROADCASTING COMPANY, INC.
WBZ-TV • WBZ+WBZA, Boston; KYW • WPTZ, Philadelphia; KDKA • KDKA-TV, Pittsburgh; WOWO, Fort Wayne; KEX, Portland; KPIX, San Francisco
KPIX represented by THE KATZ AGENCY, INC.
All other WBC stations represented by Free & Peters, INC.
Friend Finder
EDITOR:
Thank you for the fine article about me [Our Respects] ... in your Feb. 28 issue. It served the purpose of putting me in touch with a number of old friends in the business with whom I had lost touch ... 
Russell B. Young
V.P., Dir. of Radio & TV
Russel M. Seeds Co., Chicago

So Darn Good
EDITOR:
The interview with Kev Sweeney in B\&T, March 28, was so darn good that I think you could render a real service to radio by offering to furnish reprints at two bits each. I surely would like to have extra copies for our complete sales and program staffs.

This guy Sweeney has done a terrific job for radio, and if this interview doesn’t give him the stature he needs in the area, then I am going back to tending bar in Pensacola.

I might also add that if I am able to distribute extra copies, I am certainly going to see that every spot salesman who represents our station gets one.

J. B. Conley, Gen. Mgr.
KEX, Portland, Ore.

[EDITOR’S NOTE: Anticipating Mr. Conley’s suggestion and going it one better, B\&T is offering reprints of the Sweeney interview to him and others who are interested at 25 cents apiece, with the usual 10% discount for orders of 1,000 copies or more.]

EDITOR:
Your March 28 issue really hit the jackpot with two great stories to gladden the hearts of radio people. One, of course, is the stimulating interview with Kev Sweeney; the other is the story by James Furniss titled “A Georgia Bank Banks on Radio.”

The latter is the kind of article I should like to put on the desks of several bank presidents in this area—so, this request: do you have, or can you make available reprints of this article?

Kenneth F. Small
WPQJ Jacksonville, Fla.

[EDITOR’S NOTE: Reprints of the Georgia bank article are available at $1 a hundred or a nickel apiece.]

Credit Due
EDITOR:
I was just as pleased as everyone else here with the nice write-up of Home’s March 21 show [B\&T, March 28], especially so since the two segments done from a farm outside Louisville were under my production supervision.

I was sorry to note, however, that in the list of credits at the end of the review my name was absent ... For the record, I have been with Home ... since almost a year before its air premiere and have always enjoyed the title of senior editor, which I still hold ...

A. C. Spectorsky, Senior Editor
Home
NBC, New York

NAB Awards Committee
EDITOR:
The National Audience Board story on page 64 of the April 4 B\&T was not exactly correct: the Awards Advisory Committee, as contemplated, will be composed of station and advertising agency representatives rather than the 22 civic and cultural groups, as was mentioned.

It may be of interest to the industry to know that some of the groups have contacted their corresponding members in New York, which means the New York Committee will soon be established.

Peter Goelitz, President
National Audience Board, New York

The Carolinas
EDITOR:
We have received some extra copies of the reprint of the Carolinas article [B\&T, March 21] and want to congratulate and commend you for doing a fine job. We know it will do our radio and tv businesses a lot of good.

Gaines Kelley, General Manager
WFRN-TV Greensboro, N. C.

EDITOR:
The tv and radio industry should rejoice in B\&T’s stature, with publication of the perceptive analysis of the “Expanding Carolinas.”

Certainly no ivory tower historian could begin to equal this detailed on-the-scene study of our area’s fabulous development—its 1955 impact on the nation’s economy ...

John Bondeoson, Dir. of Promotion
WIS-TV Columbia, S. C.

EDITOR:
May we tell you how much we liked your Carolinas [article]? Even though we live and work here, and think we know our state’s scope, B\&T was able to give us a new perspective.

It was, in short, your usual superlative job ...

W. Frank Harden, Managing Director
WISP Charlotte, N. C.

[EDITOR’S NOTE: Other requesting reprints of “The Carolinas” may obtain them at $25 per 100 copies.]

 Agencies Like the Yearbook
EDITOR:
... I wonder if you realize what a fine service you perform with the BROADCASTING YEARBOOK-MARKETBOOK. There are so many facts, vital statistics and important data within its covers that we here at our agency find it a most handy research tool and quick reference guide.

Victor Seydel, Dir. of Radio & TV
Anderson & Cairns Inc., New York

EDITOR:
... Orchids to you for the station listing—the most complete I’ve seen to date. Grouping it with the market data makes it a very valuable tool.

Jean L. Simpson, Radio-TV Timebuyer
Doyle Dane Bernbach Inc., New York

EDITOR:
... There is such a wealth of information in it that I am sure it will be well-thumbed during the year ...

Penny Simmons, Timebuyer
Foote, Cone & Belding, New York

EDITOR:
... As always, this will occupy a prominent place on my “facts-at-fingertips” shelf and will be well-worn before too long ...

J. James Neale, Timebuyer
Dancer-Fitzgerald-Sample Inc.
New York

... and Map
EDITOR:
I have your TELECASTING map at hand at all times and it gives me an immediate broad picture of the rapidly changing tv business.

Jack Sissom, Timebuyer
Ted Bates & Co., New York

Page 18 • April 18, 1955
I'm the cat

in my CATegory

My category is the double-billioned — two-station Houston market and the best buy is I!

Pick your category — top adjacencies from ABC and other net shows — top local artists — top syndicated film shows — top power (316,000 watts) — you'll find them all where you find this cat — at KTRK-TV — Channel 13 — lucky for Houston — lucky for you.

And color too — local programs daily.

KTRK-TV
The Chronicle Station
Channel 13
LOOKING FOR ACTION?

SIGN UP WITH "MR. ACTION"

"DOUGLAS FAIRBANKS JR. PRESENTS"

The hottest new TV film show you can buy! There are 78 films, all told, with Fairbanks himself as your host-producer for every show...and star of one out of every four. And does he do things for sales? Just ask his satisfied sponsors... they're not hard to find!

ABC FILM SYNDICATION, INC.
HIMSELF!

YOU’LL GET ACTION ON THE TV SCREEN... ACTION IN YOUR SALES!

RHEINGOLD SPONSORS FAIRBANKS 3rd YEAR IN ROW

Rheingold Beer is currently in its third successive year of regional sponsorship of "Douglas Fairbanks Jr. Presents," an action show that sounds like a

7 West 66th Street
New York, N. Y.
SUSquehanna 7-5000

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS
ANdover 3-0800 ATwood 3885 Hollywood 2-3141 RANDolph 6302
You've probably read in some of our poop sheets how that number 13 has followed us from the date of our first application, to the date of our grant, to the final installation of our channel 13 antenna, and so on. . .

Even found I had 13 keys on my ring and Penn station put the Southbound Crescent on track 13 on my first TV safari to Madison jungle. Now we count up and find our production crew blithely putting out 13 live shows per day to fill five hours of our 14-hour day. Then as a fillup they throw in six others at odd times during the week.

Smart boys from other stations drop in and tell us it can't be done, but our boys are like bumblebees who haven't read the aero-dynamic fact that they can't fly, and they just go right on producing shows the viewers like and, better still, that sell things. There's still room for you and your product in some of these tailored-to-the-audience programs, so get with Avery-Knodel and let's hear from you! (If you're wanting RADIO in Middle Georgia, see the Katz boys)

SOUTHEASTERN BROADCASTING COMPANY
MACON, GA.

Page 22 • April 18, 1955

STEEPEO in understanding of how to best utilize the broadcast media, Peter Amil Cavallo Jr. believes ardentiy in exploitation, publicity and merchandising to win and hold radio -tv audiences and move products. As a student of agency management, he can talk feelingly—and knowingly—on what he believes to be the need for "greater efficiency in the use of each dollar" at all levels of the advertising industry.

Perhaps in the not too distant future, a sort of National Broadcast Advertising Executives Assn. will emerge, dedicated to the principle of getting "maximum effectiveness from every broadcast advertising dollar" and composed of the top executives of related fields. Mr. Cavallo feels there's a definite need for such an organization—and if it ever does materialize, you may find him in the forefront of the prime-movers.

Today, Mr. Cavallo heads up the newly-formed Broadcast Advertising Club of Chicago, which has dedicated itself locally to ways and means of making broadcast advertising successful. As he explains, it's "the one tie binding all of us together"—networks, stations, advertisers, agencies and representatives.

It was logical that the new BAC would turn to a man of Mr. Cavallo's calibre and insight when it sought a president. As director of television, radio and motion pictures for J. Walter Thompson Co. in Chicago, Mr. Cavallo has an executive's eye view of the problems and complexities that confront the agency's many radio and television advertisers in day-to-day operation. He seems ideally suited for his post, though, by temperament and background.

Born in St. Louis

Peter Amil Cavallo actually hails from a musical family of Italian extraction. A native of St. Louis (June 7, 1905), he spent his youth in the theatre. Young Peter was a musician in Chicago legitimate theatres from 1923 to 1935, and served as musical director for the Erlanger and Illinois theatres from 1926 to 1934. He became musical contractor for the Studebaker Theatre in 1937 and the Great Northern in 1943.

His early years were interspersed with educational pursuits. Mr. Cavallo attended the U. of Chicago, receiving a Bachelor of Science degree in commerce and administration in 1928. Young Peter skipped around considerably, taking a leave of absence from the Erlanger to serve as orchestra manager for the American Opera Co., which toured the U. S. and Canada from 1928 to 1930. He resumed his education at Northwestern U.'s schools of music and speech and later took such courses as philosophy, mass psychology, general semantics and "mathematical formulations of the theories of music."

There were other pursuits: he was production musical director for the U. of Chicago's Blackfriars' shows (1928-1938) and musical director for the Chicago automobile shows (1935-1938). Devotees of serious music are sure to remember Mr. Cavallo's symphonic band in the 1930s and '40s—he was associate director.

In 1932 Mr. Cavallo became a musical director of Judson Radio Programs Inc. (a production firm later absorbed by CBS). He held similar positions in Chicago with Warner Bros./Brunswick Recording Labs in 1933 and 1934, and with American Record Co.'s Columbia Brunswick recording studios in 1935-36.

As a radio program producer and freelance musical director, Mr. Cavallo was associated with World Broadcasting System in 1936 and various advertising agencies, including McJunkin Adv. Co. and Blackett, Sample, Hummert Inc., handling musical shows.

To NBC in Chicago

In 1943 Mr. Cavallo came to NBC Chicago as radio production director. He also composed, arranged and conducted musical scores for Wilding Picture Productions for five years.

Mr. Cavallo joined J. Walter Thompson Co. as production director of radio, tv and films in 1943, handling that job until 1952 when he was named director of the department.

No number of radio-tv accounts are handled out of the Chicago office of the Thompson agency which last year realized broadcast billings of some $50 million, according to a recent BETI survey. Among its clients who use radio and/or tv are Swift & Co., Kraft Foods Co., Quaker Oats Co., Bowman Dairy, Chun King Sales, Libby, McNeill & Libby, Seven-Up Co., Famous Cereals Co., Weco Products Co., Mobile Homes Mfrs. Assn., Sophie Mae Candy, Indiana Bell Telephone and H. H. Hixson. J. Walter Thompson in Chicago also services the Shell Oil and Ford Dealer accounts for its New York office. Out of the Chicago office, according to latest count, come about 10 tv properties and seven radio programs.

Mr. Cavallo feels that part of the answer to television's high costs lies in greater efficiency, exploitation and merchandising. "Exploitation is important because this is show business—proper exploitation is the only way to get the largest possible audience." How else to meet the problem of high tv costs so that advertisers will get their dollar's worth? Mr. Cavallo (who is single and whose hobbies include the theatre) has an answer for that, too.

"One vague question gives birth to litters of vague answers," he explains with a twinkle.
PORTLAND
OREGON'S FIRST RADIO STATION

5000 watts on 620 kilocycles

ANNOUNCES
the appointment of

JOHN BLAIR & COMPANY

as their exclusive National Representative

EFFECTIVE MAY 1, 1955
WFBC-TV proudly displays its brand new, functionally-designed station building on Rutherford Street in Greenville, South Carolina. This modern structure symbolizes the importance of WFBC-TV in the area it serves.

Already the dominant (VHF) station in a 69-county market in S. C., N. C., Ga. and Tenn., WFBC-TV now has the advantage of location in its new building with WFBC-AM and FM. Now more than ever, WFBC-TV, "The Giant of Southern Skies", can give you coverage of one of America's great markets in the Southeast. Ask us or WEED for rates, market data and assistance.

1204 Feet Above Average Terrain
100 KW (Maximum) Power

"The Giant of Southern Skies"

HERBERT DONALD STRAUSS

HERBERT DONALD STRAUSS, vice president, member of the board and account supervisor at Grey Adv., New York, this month celebrated his 46th birthday and his 16th anniversary with the firm.

Recalling his entry into the agency, Mr. Strauss observed, "I got the job on the weight of a book. Twenty pounds, to be exact."

The "twenty-pound book" was a presentation folio of his accomplishments which he compiled and presented to the Messrs. Lawrence Valenstein and Arthur Fatt, president and executive vice president, respectively, of Grey.

"I think the book really got me the job," Mr. Strauss smiled, "not because they couldn't put it down, but because they couldn't pick it up." He was hired as an account executive.

A native of Rochester, N. Y., and graduate of the Wharton school at the U. of Pennsylvania, where he majored in merchandise, Mr. Strauss' first job was with the New York Times in 1931. A year later he went to Chicago to take over the post of ad manager of Riggs Optical Co., a division of Bausch & Lomb. He built his record there for eight and a half years, and thereupon recorded his development in the volume that read him into the Grey agency.

That was 1939, and Mr. Strauss has been with Grey continuously since then, except for his war service in the Navy from 1942 to 1946.

When Mr. Strauss first joined the agency, its billing was approximately $3 million and it had about 35 employes. Today, Grey bills $27 million and has 350 employes. Mr. Strauss is one of the executives responsible for this success.

Currently he is account supervisor on the following accounts: Mennen (baby products), which has just completed a test campaign on Ding Dong School on NBC-TV; Associated Products Inc. (3-Day deodorant pads), which has put its entire budget into television, currently sponsoring Tony Martin, Mondays, 7:30-8:45 p.m. on NBC-TV and effective June 1, co-sponsoring the Arthur Murray show, Tuesdays, 8:30-9 p.m. on NBC-TV; Emerson radio and TV sets; Union Pharmaceutical; Necchi & Elena sewing machine and Mathieson Chemical, Forward House Div.

Mr. Strauss was named account superior of Grey in 1949 and one year later he was appointed a vice president.

He is married to the former Saram Eisner. They have two children, Richard, 15, and Barbara, 13.
As we see it, this may be the key to "picture-on-the-wall" television.

General Electric develops a screen surface that amplifies light many times

The two pictures on the left show what may be one of the more important scientific discoveries of recent years.

The top picture shows a dim image of Dr. Willis Whitney, Dr. William Coolidge, past Directors of the General Electric Research Laboratory, and Dr. G. G. Suits, current Director. It has been thrown on a new kind of phosphor screen by ultraviolet light from a slide projector. The bottom picture shows what happens when the screen is "turned on" and an electric current applied to it. The surface actually reflects back more light energy than is projected on it.

Light amplification in a single phosphor layer is a basic discovery. It may open the way to TV sets so flat they can hang on the wall.

This key development is one of the recent contributions of G. E.'s continuous program of research, which over 76 years has led to new products and jobs.

Today, in designing broadcast equipment we constantly draw upon the facilities of our General Engineering Laboratory and our Research Laboratory in Schenectady, New York, and from our Electronics Laboratories at Syracuse and Ithaca, New York, and Palo Alto, California. Today, G-E engineering and research score enviable records for advanced designs for broadcast equipment. General Electric Company, Broadcast Equipment, Section X245-18, Electronics Park, Syracuse, New York.

Thin TV set of 1965, as designers imagine it now, is shown next to one of today's TV tubes. Dr. Suits holds in his hand the new light-booster screen developed by Dr. Ferd Williams and D. A. Cusano of General Electric.
Like brick sidewalks on Beacon Hill

**WHDH**

is a habit in Boston

Boston's peculiar paving problem provided the nation's newspaper readers with plenty of laughs.

But the over $5,000,000,000 annual purchasing power of Bostonians is no laughing matter.

As a powerful independent station, WHDH is in a perfect position to program to Boston's peculiar tastes. It does... and so successfully that WHDH is a habit in Boston.

Next time you have a product or service to sell, buy time on the one station that's a habit in Boston...WHDH!

**REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY**

**WHDH**

50,000 • BOSTON • 850 ON THE DIAL WATTS

Owned and operated by The Boston Herald-Traveler Corporation
DUMONT TO BE FILM NETWORK USING NEW, FAST PROCESSING

Network will use live relays only for special events, sports. Rest of schedule will be delivered on film, shot with new Electronicam system which combines simultaneous live tv and filming. Electronicam also will be leased to stations, advertisers, tv program producers-packagers and movie makers.

ELECTRONIC equipment designed to salvage the DuMont Television Network's operation was shown publicly last week.

This is the system—embodying the Electronicam camera system that combines live tv with film recording in a single, simultaneous operation—with which the network hopes to construct a nationwide programming "service." [B. T., Jan. 3].

At present, the network's structure has been reduced to five hours of live telecasting per week. The schedule: Sunday: Life Begins at 80, Serutan Co., 9:30-10 p.m. EST; Monday: executive boxing, co-op, 9-11 p.m. EST; Tuesday: Life Is Worth Living, Admiral Corp., 8-8:30: p.m. EST; Wednesday: What's The Story?, Allen B. DuMont Labs, 8-8:30 p.m. EST; Thursday and Friday: All About Baby, Libby, McNeill & Libby and Swift & Co., on respective days, 1:45-2 p.m.; Friday: Chance of a Lifetime, co-sponsored by Lenthaler and Emerson Drug, and Down You Go, Western Union on alternate weeks, 10:30-11 p.m. EST.

Of this schedule, Bishop Fulton Sheen's Life Is Worth Living goes off the DuMont Network April 26.

From both official and informal statements made by executives of the network and of the parent Allen B. DuMont Labs, this is a reconstructed version of what can be expected:

• DuMont essentially expects to become a "quality film network" in its programming. News, special events and most sports will continue on a live basis. For the latter shows, cable will be ordered as needed.

• All network programs distributed would be film, except the special events or news program.

• First victim of the Electronicam's operation may be expected to be the kinescope.

• Sales feature to advertisers and agencies, according to DuMont spokesmen, is the combined appeal of good quality film and speed of delivery to stations as well as lowering of production costs.

• First such advertiser, now on DTN, to "go Electronicam," replacing its present live-plus-kinescope, may be expected as early as next week.

• DuMont feels it is ready to provide its live-film camera system to agencies, advertisers, motion picture producers, tv film producers and packagers and others, as quickly as ordered.

• Although DuMont is ready with its system, technical improvements will continue. Experiments will be made in adapting this system, which already records on color film while sending a monochrome tv signal, to the three-image orthicon, color live camera.

• DuMont would lease its system to film producers—movie or tv—stations, individual advertisers or agencies and even other networks.

The Thursday showing in New York drew an impressive turnout of a wide segment of the broadcasting-motion picture industry. Newsmen, film producers and packagers, agency executives, advertisers, military electronics experts and others crowded the fifth story studio at DuMont's 67th St. TeleCentre, built at a cost of $5 million. This studio and another in the building will be used for film production.

Reports that the development of the camera system would mean entry by DuMont into the film syndication business drew conflicting state-ments from officials. Some of the executives, including Dr. Allen B. DuMont, president of Allen B. DuMont Labs, and Ted Bergmann, DTN's managing director, felt possibly this would happen in time if film stocks were built up.

Stressed were residual or re-run possibilities of high quality film as compared to the inferior quality and lesser re-run value of the kinescope. Thus, according to DuMont spokesmen, stations would have on tap films of top network shows—such as Peter Pan—which could be re-run any number of years later.

Basically, the Electronicam system uses an image orthicon tv camera head and a film camera mounted side-by-side on the same base. The latter is placed on a tripod or dolly.

The units operate with a common lens system but otherwise are independent, having individual power supplies functioning simultaneously. Light passing through the common lens is split, one part to the film and the other to the image orthicon tube.

There are two basic pickup units:

• For simultaneous tv broadcasting and film recording in monochrome or in color. This, according to DuMont, is suited to the telecaster's requirements by providing (1) direct film recording and (2) simultaneous broadcast of the identical scene. Both recording and the broadcast signal are of high quality, it was asserted.

The principle used in this unit is a shared optical system in which a major percentage of light passing through the common optics is transmitted to the film camera with a minor portion reflected to the tv camera tube. Share ratio of light between the two optical paths is determined by (1) film sensitivity, (2) image-orthicon sensitivity and (3) studio lighting. Principles are common to both monochrome and color operation.

• For making motion picture film primarily, with use of tv system for control and editing. This unit operates on the principle of "a time shared light path." Its technique:

While the film pull-down is moving a new frame of film into position in the film camera, a shutter interrupts the light path. During this interval, the image is reflected from the shutter's front surface into the optical path of the image orthicon tube. With studio lighting and film sensitivity requirements satisfied, the 50% light duty cycle to the tv camera provides automatically an adequate signal for monitoring and studio direction purposes.

According to DuMont, there is no problem in changing from monochrome to color film operation because "the excellent sensitivity of the image orthicon camera permits the use of all the conventional photographic emulsions in black-and-white or color with practical amounts of studio lighting."

Fast distribution of finished, high quality film print is made possible by means of a new production technique, an "editing master" film which serves as a guide for rapid preparation of the final product, it was explained.

Advantages of the system, as cited by DuMont:

• Lowered film production costs—perhaps as much as 50%—because of speed of shooting.

• Availability of films in color or black-and-white.

• High quality films for repeat or delayed broadcast.

• Adaptability of the system to all film types and sizes—including wide screen systems.

• Better artistic results developed by continuity of action which is maintained. Stop-and-start film shooting is eliminated.

The editing technique used in the DuMont Electronicam system is both speedy and continuous. Fades, wipes, dissolves and superimpositions are recorded on an "editing master" guide. After the film is shot, a special editing


**HOW ELECTRONICAM WORKS**

Diagram above shows how cameras (upper left) feed (solid lines) to switching and electronic editing equipment (upper center), where director chooses scenes for live broadcast and teletranscription "editing master" (center). Broken lines show how "editing master" and film footage run through developing equipment. Film is then quickly edited by comparison with "editing master" and printed for use in direct projection or on air. In picture panel below are key elements of system. Top left is pickup unit combining live and film cameras. Top right is control room with James L. Caddigan (l), DuMont director of programming and production. Lower left is video recorder which makes "editing master." Lower right is editing device which editor uses to compare film footage with "editing master" and to splice together finished film, exactly like teletranscription.

Device locks the several negatives from the system in synchronization with master guide so that all can be run off slowly and visually inspected together. The guide, with its added effects, then can be lined up with the high definition negatives and the "cued editing" of the complete film finished in hours instead of the weeks involved in conventional film editing.

Continuous running of the system, it was explained, eliminates advance cueing. Thus, extra recorded footage permitting greater flexibility in editing outweighs "the slight increased cost of the stock," it was said.

In announcing the new system, Mr. Bergmann said DuMont for the past eight years "has struggled to establish a network which could successfully compete commercially, and provide a program service equal to, or better than, others in the field."

Mr. Bergmann said DuMont has made a turnaround from that position and will travel along a new route (via film) because of many reasons, a major one being the FCC's long freeze "which has today resulted in the top 100 markets containing 17 single station markets; 36 dual station markets; 33 three station markets, and only 14 four or more station markets."

He said the DuMont network last year paid nearly $3 million for maintenance of cable and microwave interconnections, the largest part of the sum representing contract facilities to serve about 50 markets on an eight hour day basis, seven days weekly for a total of 2,800 station hours per week.

But, Mr. Bergmann noted and later reiterated in explaining the future of the network, difficulties in clearing live time in many markets adversely affected DTN's competitive situation "in many sales efforts" and thus DuMont could make use of only 125 station hours of live time per week. He said "since this represented less than % of our total contract purchase, in terms of dollars we were only able to gain $150,000 of benefit out of a $3 million investment in this basic raw material of network operation."

**Two to One Film**

Mr. Bergmann said that added to 125 live station hours per week, the network had 250 kinescope hours, or two-thirds kinescope and one-third live. Because the advertiser knew this, Mr. Bergmann asserted, ratings and audience would depend, pretty much on the quality of the teletranscription.

These kinescope recordings, he emphasized, could not compete with live programming or Hollywood-produced films. Months of experimentation with improvement of kinescoping—which brought results—only proved that the best could not solve the problems inherent in inability to clear stations live or to provide good quality recording, he explained.

Mr. Bergmann served a word of caution: "By no means will this method alone solve all the problems of establishing a secure competitive position for the DuMont network. It does, however, form the basis for a sound new growth along the lines of an entirely new concept of network television."

He revealed that since the first week of this month, DuMont has stopped maintaining contract cable lines, except for the East Coast, and is purchasing cable only when emergency calls for its use.

Mr. Bergmann made no direct reference to any possible investment by the network itself in program expansion. He did say, however, that he felt new money would be channeled into productions because the Electronicam system would attract new advertisers.

Test of the "concept," Mr. Bergmann said, will be in the "capacity" of the system to in-
crease effort and effectiveness of the advertisers' dollar and to increase program value. He said this was the reason why advertisers and agency representatives were invited to the demonstration.

Dr. DuMont asserted that the tv industry and advertisers have "an obligation to remedy" a situation wherein a "too large a portion of the public has been forced "too long" to put up with pictures of inferior quality from old film and kinescopes. Choice to stations, Dr. DuMont said, lies between "costly live programming; costly programs transmitted by costly cramps and quality film, kinescopes or regular; or high cost motion picture film in limited supply."

Greatest single expenditure, he said, is the cost of programs "and the most expensive program is the 'live' program."

Dr. DuMont said:

"The present system of networking and the differences in time zones do not permit the flexibility conducive to freedom of choice which works advantageously either to stations, the viewing public or advertisers."

"An examination of the operating costs of stations and networks alike will reveal as the greatest single expenditure—the cost of programming. Television has a prodigious appetite. And the most expensive program is the 'live' program."

"If the desired effect is not achieved at the time of the airing of the live show, the required expenditure will forever. The solution to this dilemma lies in a low cost, high quality method of reproduction capable of use at the network or station level."

"Speaking from the national standpoint, costly programs and live quality pictures are limited in availability to those networks and stations profiting as a result of a government-made scarcity of channels and to advertisers who can afford established time priorities on network with live exposure in virtually all major markets."

"Such a condition operates to the disadvantage of those instances to the exclusion of many broadcasters, the viewing public and to local and regional advertisers."

"It has forced some broadcasters to go out of business."

"It has kept many advertisers from using the most efficient of all advertising media."

"There are some advertisers who would like to do a national tv job, but who are frozen out by the preferences, priorities, time availabilities and other high cost factors."

"Our company has not been content to accept such a situation as being satisfactory to the public and to all the stations, the viewing public, or most of the advertisers."

"In fact, we believe the situation must be corrected if the dream of a truly competitive national television system is to be realized."

---

**Conspicuous Guest**

APPEARANCE of Ted Cott, former vice president and operating head of NBC's radio network, at Thursday's demonstration of the new DuMont Electronic combined live-film camera, renewed speculation that Mr. Cott will be associated in an executive capacity with the DuMont Television Network.

A report was circulated at the demonstration that Mr. Cott may be selected May 1 as operating head of the network's WABD (TV) New York [BET, April 11], in anticipation that he will have super-vision of programming building in DTN's attempt to revitalize its operation with use of the new camera system.

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**TAYLOR ELECTED CHAIRMAN OF BNF**

Annual session of Brand Names Foundation held in New York last week.


In a talk before the retailers last Tuesday, Max E. Buck, director of merchandising for NBC-owned stations, urged that retailers and media work together to "end the day of off-brands, private brands and here-today-gone-tomorrow brands."

He contended that the retailer who is concerned with giving his customer the best "will stock only the advertised brands whose integrity is guaranteed to the public in print and on the air. Mr. Buck asserted that color tv will give consumers a "brain-washing that may close up shop for the house-brands," and added:

"It will deliver a brand-name impact and a true-to-life identification that will end forever consumer doubts about whether a product is an advertised brand with a built-in-guarantee, or a fly-by-night that looks alike."

The retailers visited various places of interest in New York, including the offices of BBDO, and were entertained by NBC and CBS. Among others, was a breakfast to 200 retailers and their wives Wednesday in the Rainbow Room, RCA Bldg. Mutual gave a cocktail party and buffet supper for several hundred guests. The next night at the Waldorf-Astoria's Starlight Roof.

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**Hirshon-Garfield, Peck To Merge Into Peck Adv.**

PLANS for merging Hirshon-Garfield and Peck Adv., both of New York, were announced last week by Sidney Garfield, president of Hirshon-Garfield, and Harry Krawit, president of Peck. The merger will take effect May 1 and the combined agency will be known as Peck Adv.

Headquarters will be at 400 Madison Ave. Mr. Garfield will become a member of the board and chairman of the new committee; Mr. Peck will continue as chairman of the board. All accounts of Hirshon-Garfield will become clients of the consolidated agency. Among radio-tv accounts going to Peck are Advertisers, Trimmings Corners, U. S. Time Corp. and Van Munching & Co.

Peck also expects to expand the New York and Los Angeles offices. The Boston division of Hirshon-Garfield has changed its corporate name to Gabriel Stern Inc. and will be completely independent. Similar plans for a separate arrangement is expected for the Miami office of H-G.

Sylvan Taplinger, director of radio-tv for H-G. moves to Peck Adv. in a similar capacity.
SIX Bulova Watch Co. precision-made watches rode with an Air Force F-100 "Super Sabre" jet last January at North American Aviation's testing grounds near Los Angeles at speeds of more than 100 miles per hour faster than sound.

The flight over, the watches were still running and keeping accurate time.

This was "Operation Sound Barrier," the production of 20-second, 1-minute and 2-minute TV film commercials for jewelry dealer sponsorship in more than 200 major local TV markets. First prints go on the air today (Monday).

More than 250 jewelers promote Bulova's "feature watches" in about 222 TV markets, buying their own time on stations. Bulova sends dealers 16 different films each year.

The watch company claims that of these film commercials, the ones classified as "product punishment tests"—of which the jet film is the latest—give both the dealer and the company the greatest sales return.

Bulova itself buys some $7 million worth of TV spots yearly. In a few weeks, the company, through its agency, McCann-Erickson, New York, will place a 20-second film, based on the jet film, on some 284 stations, claimed by Bulova to be the "largest [TV] network used by any advertiser."

A BIT PICTURE STORY

1. PHONE CALL from Norman Gladney, Bulova's director of TV-radio sales promotion, in Flushing, N.Y., arranges with North American Aviation in Los Angeles for the test. Approval for "Operation Sound Barrier" had just been given by Bulova President John Ballard.

4. THE COMPLETED FILM (4,000 ft. of it) is screened by watch company executives at Bulova Park in New York. The test film was shot in color, as the company expects to do in making all its future television commercials for local dealer promotion.

2. STORYBOARD for the commercial is assembled by Mr. Gladney and sales promotion staffers at Flushing.

5. A FILM EDITOR at Van Pragg Productions, New York, cuts the film to commercial lengths. It took from Feb. 1 to April 10 to complete this phase of the job.
headquarters in advance of shooting. Bulova used its own artists. The script was written by Mr. Gladney.

3. THE PILOT takes over. Chief Test Pilot Joel R. Baker of North American made the test run, putting the plane and its watch cargo through various aerial acrobatics aside from the principal speed run.

6. VOICE-OVER for the commercial is dubbed in at Reeves Sound Studios in New York. Here announcer John Scott records the commercial message while the film is projected on a screen.

7. CRITICS (l to r): Announcer Scott; producer Marc Asch of Van Pragg; audio engineer Chuck Campbell of Reeves, and Arthur Schwartz of Bulova sales promotion study the film on a monitor as they check the sound. Next step will be insertions of dealer identifications by Bulova.

8. IN THE CAN: The completed films are brought by guards to Bulova headquarters. Three months and $8,000 had gone into production of the "crashing the sound barrier" commercial at this point.
SIX FIRMS SET SUMMER DRIVES

Most of the newly-announced spot campaign to get underway in May or June.

SUN OIL Co., Philadelphia, leads nearly a half-dozen advertisers who are preparing radiotv spot announcement campaigns this week to run during the summer months.

Other advertisers are: Tetley Tea Co.; Farm Bureau Mutual Auto Insurance; Mexana Heat Powder; Golden Gift Orange Juice, and E. & J. Gallow Wine.

Sun Oil Co., through Ruthrauff & Ryan, New York, plans to buy in approximately 75 markets, effective May 16 for 16 weeks, using three to five minutes weekly, in radio.


Farm Mutual Auto Insurance, Columbus, Ohio, owners of several radio and television properties, is preparing a saturation radio spot schedule to be placed in midwestern cities.

Firm places the campaign direct.

Plough Chemical (Mexana heat powder), Memphis, is arranging a video spot schedule in eastern and southeastern states to start June 15. Agency is Lake-Spio-Shuman, Chicago.

Golden Gift Orange Juice Inc., Miami, through Harris & Whitebrook, Miami and New York, currently expanding in about 25 radio and television markets. A 13-week contract is being placed in big cities where there is distribution.

E. & J. Gallow Wine, Modesto, Calif., through BBDO, New York, currently is making inquiries on the possibility of a radio saturation spot campaign in about a half-dozen radio markets. If the schedule is approved the announcements will start late May or early June.

Mauer Joins Geyer

RAY J. MAUER, a radio and tv director, Cunningham & Walsh, New York, has joined Geyer Adv., New York, as director of radio and television. Prior to his association with Cunningham & Walsh, Mr. Mauer was with BBDO, New York, as a radio and tv director, writer and producer. Before that he was with Campbell-Ewald, Detroit, first as a copywriter and later director of the agency's radio and tv services in New York.

K&E Promotes Sholty

L. J. SHOLTY JR., who will continue as regional account executive of the Lincoln-Mercury Dealers Assn., has been appointed manager of the Hollywood office of Kenyon & Eckhardt. He first joined K&E in 1948 as midwestern regional account executive on the Lincoln-Mercury Dealers Assn. and in 1953 was named account executive on the Ford institutional account at the Detroit K&E office. Before joining K&E, Mr. Sholty was with J. Walter Thompson Co.

INSIDE ADV. WEEK UNDERWAY IN N. Y.

FIFTH ANNUAL Inside Advertising Week is being held April 17-22 in New York with the Assn. of Advertising Men & Women of New York playing host to 54 advertising students from colleges and universities throughout the country and 17 leading New York firms and service organizations.

This morning (Monday), Ruthrauff & Ryan will present the agency role in the advertising field. The session will be followed by a luncheon at the Advertising Club of New York; a meeting at Hill & Knowlton covering its program for American Iron & Steel Institute; a talk on retail advertising by John Ryder, vice president, Film Commodities Inc., which syndicates spot tv commercials; a party for students and press sponsored by Advertising Women of New York, and an evening job-finding forum.

The Tuesday schedule includes a lecture on advertising and sales promotion by Charles B. Konselman, director of advertising, A & M Karagheusian; luncheon sponsored by Sales Executives Club of New York; a session devoted to direct mail planning, and a regular meeting of the Assn. of Advertising Men & Women which students will attend. Paul Smith, president of Crowell-Collier Pub. Co., will address the group on Wednesday morning. At the afternoon session, V. G. Carrier, assistant advertising manager of Esso Standard Oil, will talk on the advertiser's function in market research, sales promotion and public relations. The agency's function will be explained by George L. Williams and R. H. Jones of McCann-Erickson, which handles the Esso account.

Business paper advertising will be the topic of a speech delivered at a dinner meeting Wednesday by Ervin Depaul, sales manager of Petroleum Week, a McGraw-Hill publication. The book company's operation will be explained by Harold McGraw Jr., advertising director of McGraw-Hill Book Co.

Robert Sarnoff, executive vice president of NBC, is scheduled to discuss radio and television broadcasting and NBC's role in advertising and communications.

Highlight of the week will be a banquet Tuesday evening at Hotel Biltmore, New York. Guest speaker will be Robert M. Watson, president of Ruthrauff & Ryan. Honor seniors will receive graduation certificates for attending the week.

‘20 Questions’ Sponsor Says ABC Breaks Faith

THE RECENT ABC-TV decision to dislocate 20 Questions from its 8:30-9 p.m. Tuesday time brought charges from some sponsoring Florida Citrus Commission members that ABC is failing to live up to the contract it signed last summer with the commission.

Twenty Questions contract expires next month, but several commission members, headed by Advertising Committee Chairman C. V. Griffin, said they understood when the contract was signed the option agreement provided for another year of the show in the spot with a 10% increase in the time charge.

John Mitchell, ABC vice president, told the commission last week the 8:30-9 p.m. period still is available to the commission, but not for 20 Questions. He explained the new Warner Brothers Present hour-long show would run from 7:30-8:30 p.m., and that ABC wanted something better than 20 Questions to follow it. Representatives of J. Walter Thompson Co., (A&A continues on page 32)
**In Maryland Most People Watch**

**WMAR-TV**

Channel 2

**LOWEST COST PER THOUSAND**

<table>
<thead>
<tr>
<th>Mon. thru Fri.</th>
<th>WMAR-TV Ratings</th>
<th>Total sets in use (3 stations)</th>
<th>Viewers per set (WMAR-TV)*</th>
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<tr>
<td>6:00-6:15 P.M.</td>
<td>13.0</td>
<td>24.0</td>
<td>2.4</td>
</tr>
<tr>
<td>6:15-6:30 P.M.</td>
<td>12.9</td>
<td>23.7</td>
<td>2.4</td>
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<td>6:30-6:45 P.M.</td>
<td>11.3</td>
<td>20.8</td>
<td>2.5</td>
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<tr>
<td>6:45-7:00 P.M.</td>
<td>11.7</td>
<td>24.7</td>
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<tr>
<td>Weekly Average</td>
<td>12.2</td>
<td>23.3</td>
<td>2.45</td>
</tr>
</tbody>
</table>

Cost per 1,000 viewers (Based on average audience of 179,340 viewers): 1 min. or 20 sec. $0.73; 10 sec. $0.29

*Average for each time segment (Mon. thru Fri.) ARB March 1955

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WMAR®TV On Maximum Power - Televising Color

**CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND**

Telephone Mulberry 5-5670 * TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles
Yes... there are no diapers on this kid. Ever since he came into the world April 14, 1955, he's been wide awake all day long doing a man-sized job.

You'll love this baby... WBRZ, Channel 2... bringing to Louisiana, and parts of Mississippi, excellent programming and superior production. WBRZ is well equipped with finest studio and projection equipment... vidicon, telop, special effects amplifier, and pedestal dolly camera... all calculated to create visual interest for your commercials.

Now, for the first time, pitch your sales message from one central location, Baton Rouge, to thousands of homes in Lafayette, New Iberia, Opelousas, Hammond, Lake Charles, Alexandria, New Orleans, Houma, Natchez, Vicksburg, Biloxi, Gulfport, Bay St. Louis, and many, many other communities.

For full information, write or wire WBRZ, Channel 2, Baton Rouge, or contact Hollingbery.

WBRZ
CHANNEL 2
BATON ROUGE, LA.

LOUISIANA TELEVISION BROADCASTING CORPORATION
represented by HOLLINGBERY COMPANY
U.S. SOAP OPERA GOES EUROPEAN

AMERICAN METHODS PAY OFF FOR RADIO FREE EUROPE

A LISTENER is a listener whether he listens in Pittsburgh or Prague, Boston or Budapest, and the radio techniques which have proved their ability to move audiences in America are no less successful behind the Iron Curtain.

That's the conclusion reached by Radio Free Europe, anti-Communist radio station broadcasting to Czechoslovakia, Hungary, Poland, Rumania and Bulgaria, after the successful introduction into their broadcasts of such well-established American radio techniques as soap operas, round table discussions, quiz shows, variety shows, spot announcements and even singing commercials. They were given the political rather than a product connotation.

William Rafael, formerly a writer and producer of radio shows for Kate Smith, James Melton, Sammy Kaye and Bob Crosby and now program director of Radio Free Europe, reports that it was no easy task for him and the other American producers on his staff to convince the exiles who write RFE scripts that American methods would be effective in reaching their compatriots back home. Commercial radio is a rare phenomenon in the countries back of the Iron Curtain where stations were formerly either state owned or operated on a subscription basis and now are merely the mouthpieces of the Communist regime.

"We didn't want to railroad through our ideas," Mr. Rafael states. "We feel that Radio Free Europe belongs to the exiles. It's actually been called a 'home station in exile.' So we had to show our European friends.

Taking quiz shows as an example, he explains that a trial show was staged at Camp Valka, a center for Czech and Slovak refugees. "The exiles were most pessimistic and even prepared to be somewhat embarrassed for us. They were sure the show would flop. But to their surprise it got laughs."

That was the beginning and ever since there has been a weekly RFE quiz broadcast to Czechoslovakia. Refugees are the contestants. Prizes are items hard to come by in a proletariat society: nylons, metal kitchenware, hams, small electrical appliances. Questions are for fun, but fun at the expense of the Communist regime.

The same kind of fun, set to music, is provided by RFE staff composers and lyricists who frequently turn from martial or nostalgic resistance songs to ditties ridiculing the communists. Sometimes these are full length songs, such as the "Mig Polka," commemorating the escape of two Polish flyers in Mig planes. Sometimes they are satirical musical versions of the news, sung by the Czechoslovakian comedian Jara Koubt to his own guitar accompaniment. And sometimes they are 30-second jingles, repeated as station breaks throughout the day to drive home a point, in an RFE adaptation of American radio's commercial "satisfaction campaign" technique.

One of the most smearing jingle campaigns followed a speech by Rokossowski, Polish Minister of National Defense (ostensibly a Pole but regarded by Poles as a Russian), in which he referred to resolutions affecting the Polish army as "important to your country and also to the growth of our army." Seizing this slip, RFE immediately began pelting Poland with a barrage of rhymes like this:

"You are honest, Rokossowski, Thanks for the cue. It's your army In our country; Alas, too true."

Other, more serious, less lyrical RFE station breaks are of this sort:

"The main shortcoming in the diet of Czechoslovakian children is the deficiency of Vitamin C. Yet the communists are selling one kilogram of oranges for 14 koruny, even though they are buying them abroad for one koruna per kilogram."

"The will of the people, even where it is not allowed to express itself, can overthrow a regime. An unarmed, but united people is always—and still is today—a greater power than an occupation force and a police force."

Soap operas also make effective propaganda weapons. Within Four Walls states the problems of daily life under communism in terms of a middle class family living in Warsaw. Three Old Friends, a program to Bulgaria, features satirical comments on current events by three Bulgarians, a patriot, a hard-core communist and an opportunist.

"Really, we're not much different from a commercial network," says Mr. Rafael. "We have a sponsor: the American people who support Radio Free Europe through their contributions to the Crusade for Freedom. We have a product: freedom, ours and theirs. We have competition: the communist regime which stops at nothing to keep their people from listening to Radio Free Europe. On Poland's Radio Warsaw they've even broken their policy of officially ignoring Christmas and now broadcast Christmas carols."

Like commercial radio, RFE has news every hour, with the difference that the midnight summary is broadcast at dictation speed so that Iron Curtain listeners may copy it down and pass it on to others.

While public opinion polls are not possible in Iron Curtain countries, refugees, letters and press and radio protests by the communists make it clear that American radio techniques are winning many listeners to Radio Free Europe. Perhaps the greatest tribute to the effectiveness of commercial radio formats is the fact that in several cases, programs introduced to Radio Free Europe have been copied by the communist regime radio. Mr. Rafael says: "this doesn't bother us so long as we continue to get letters like this one from Poland which says, 'Even music sounds better over Radio Free Europe.'"
*Good news travels far... fast!*

*Newsfilm*, the only syndicated news service specially tailored for television, has more than doubled its list of subscribing stations in six months. Here's why...

*Newsfilm* is produced to famed CBS News standards, but is available to all stations regardless of affiliation. *Newsfilm* brings you news-in-depth reported by such newsmen as Howard K. Smith in London... David Schoenbrun in Paris... Griffing Bancroft in Washington and Robert Pierpoint in Tokyo, plus some 250 camera correspondents around the globe. *Newsfilm* gets to stations *fast* from four major processing centers, prepared and speeded by a staff of more than 100 full-time writers and editors, technicians and dispatchers. *Newsfilm* offers exclusive extras: custom-made opening and closing titles... special-order coverage... all footage classified for easy re-use... weekend news analysis... newsquiz... special maps and charts.

And the good news has gotten around that *Newsfilm* news programs are winning the biggest audiences in their time periods in such major markets as Philadelphia, Washington, Buffalo, Seattle and Portland. To find out how *Newsfilm* can boost the ratings of your news shows, contact...

**CBS TELEVISION FILM SALES, INC.**

*New York, Chicago, Los Angeles, San Francisco, Dallas, Atlanta, Boston, Detroit and St. Louis. Distributor in Canada: S. W. Caldwell Ltd., Toronto.*
RADIO IN 1955:
GRASS ROOTS GIANT

IT'S THE TOP LOCAL MEDIUM—AND STILL GROWING

By Lawrence Christopher

RADIO is growing stronger in the grass roots of America, becoming more local, more intimately intertwined with the fibers of community life and economy than any other communication medium, including television.

That is the story told by radio station statistics at the FCC—figures which show that total station authorizations, new station applications and grants are continuing their upward surge.

That is the story told by new radio stations across the nation—those new outlets, many of them daytimers, that are reaching into the small towns and crossroads; those which have gone on the air in the past several years and succeeded in spite of the popular alarm about television.

That is the story told to B+T by some of these new stations, responding to a random inquiry throughout the country within the past few weeks. Just a touch of radio's pulse, but it shows a beat that is strong and growing stronger.

Few deny that network radio, especially at night, has suffered from television. And some still are reluctant to admit that radio stations in many areas, too, have been forced to tighten their operations and pump new life into their programming to meet the new competition.

Others, however, willingly admit that changes are taking place and acknowledge that television has been a blessing in disguise. Television, they point out, has forced them to re-discover radio's true vitality, strength and penetration—it's sales effectiveness on Main Streets everywhere.

The magic word in radio today is "local." When mixed well with "news" and "sports" or "public service programs" and such other staple ingredients as "music," it produces a formula that is considered to make radio stations anywhere television-proof.

In fact, many station operators claim, when the ingredients are mixed in varying ways—so that "music" becomes "good music," or "show tunes," "pop," "middle-of-the-road," "rhythm and blues," "hillbilly" or "pop"—the formula will assure a station a "market" within a market, regardless of competition from TV or other radio stations.

Local news, emphasizing radio's flexibility and immediacy over all other media, appears to be radio's most potent ingredient in today's operating formula, according to reports to B+T. Stations are using tape, telephone "beeper" and live pickup via mobile units to spark their programming.

Total radio station authorizations, according to FCC, have increased from 2,300 in 1950 to more than 2,800 today and should hit nearly 2,850 by June 30, end of FCC's fiscal year 1955. On Aug. 7, 1945, when FCC lifted its World War II ban on new construction, there were but 961 radio stations authorized and some believed the saturation point would be reached with a couple hundred more.

Total radio stations on the air have jumped from 2,100-plus in 1950 to more than 2,700 today, FCC records show.

During the same period, new station applications and resulting grants by FCC have maintained a steady flow and show no signs of diminishing. The sharp dip in new station grants and applications shown for 1952, FCC explains, was due to the full attention of Commission staff and industry attorneys to processing new television bids at the end of the TV freeze.

Drop in Shutdowns

Commission records also show that during the past six years there has been a substantial drop in the member of operating stations which went out of business. Similarly, the return of unused construction permits for new outlets has fallen off.

Radio station sales applications before FCC appear to be edging upward, revealing growing turnover of station ownerships. How much of this is because of mergers in seeking a new TV grant, disillusionment of newcomers who thought they could make a quick killing in a glamorous industry, or marginal operators who finally got caught in the squeeze, Commission spokesmen could not estimate.

On the business side, individual station operators report that local sales are the backbone of their gross revenue, which generally is exceeding earlier expectations. Operating expenses also have been rising, but many outlets are meeting this by hiring fewer but better qualified people or, in the case of multiple-owned stations, doing bookkeeping and administration from a central office.

Earlier this year, B+T estimated the combined radio station-network net sales for 1954 at $453,385,000, falling 5% short of the all-time high of $477,206,000 [B+T, Jan. 31]. It's significant that sales were off in every category except local business, which added an estimated $1 million for a total of $250,565,000 for 1954, 0.4% over the previous year. Local sales accounted for 55.3% of the total net times sales in 1954, 52.2% in 1953.

WGSM

Perhaps one of the best tests of radio's survival power may be found right under the big television guns of New York City—former agency executive Edward J. Fitzgerald's WGSM Huntington, N. Y., an independent outlet operating on 740 kc with 1 kw daytime almost half-way out on Long Island. Music combined with local news and community interest programs is the successful WGSM format.

Putting WGSM on the air in 1951 with hopes for a revenue of $250,000 in the first five-year period, Mr. Fitzgerald told B+T that WGSM should reach the quarter-million mark nearly a year sooner than expected, amply proving his faith in radio.

Because of errors in the official soil conductivity figures for Long Island, WGSM started off in 1951 with a $20,000 directional array it soon found it didn't need and thus abandoned at a capital loss. An additional financial hurdle was $10,000 spent in a 10-month rezoning fight for its station site. Even so, Mr. Fitzgerald said, the station just stayed in the black "operation-wise" during 1952, had a 15% "operational profit on investment before taxes" in 1953 and 28% in 1954.

Mr. Fitzgerald, explaining why he re-entered radio station operation in 1951 even though "television was breathing down our necks," recalled he had been in radio since 1920 and had gone from station operation to national agencies as radio and account executive.

"In three agencies and especially at Dancer-Fitzgerald-Sample," he related, "my American Home Products' multi-million account was always paying a higher percentage of advertising dollars to get a nationwide sales average in the New York metropolitan market.

"I thought this was caused by the diminishing effectiveness of New York City television, radio and newspapers as distance from the center increased. New York City media must be primarily interested in the five boroughs to stay in business. The people in the suburbs, their wants, their interests are almost totally different than the 'in-city' renters.

"For that reason, I believed that a radio station of regional character aimed at the rich perimeter counties—Nassau, Suffolk, Westchester and Fairfield, Conn. (located 40 to 125 miles from Times Square)—would act as a 'supplementary' medium to the better income group. As to future television
development, it would lie in the fringe areas of television effectiveness."

Mr. Fitzgerald related that many large national advertisers were adding to their "powerhouse (center of the market) radio advertising" with smaller stations and newspapers primarily in the Negro and foreign language field. "It was my belief that a high percentage of this type of supplemental advertising was incorrectly aimed at bare subsistence level prospects," he said, "and that national advertisers should be interested in the total area coverage which is considered middle and upper middle income groups."

In further defense of his decision to enter the "suburban" market, Mr. Fitzgerald said "the one other basic factor was that the area to be served (then about 2 million and now 3.5 million pop.) was composed of 85% of single family home owners as opposed to the high percentage of apartment renters in the five boroughs of New York City.

"Here was a market where people bought roofs, refrigerators, washing machines, outdoor living equipment, lumber, boats, fishing tackle, garden supplies as well as the staples and conveniences," he recited. "Most of these items are not bought by renters. Automobiles, too, because these four counties have passenger car registration equal to the total of the five boroughs of New York, making this an interesting, fertile market for cars, tires, batteries and supplies."

Clutching factor, Mr. Fitzgerald indicated, was that there was no other advertising medium "inclusive enough to cover the total market adjacent to, but different from, America's No. 1 market of New York."

WGSM operates with a staff of 14, including four in sales, Mr. Fitzgerald said, with operating expenses about 15% higher than originally estimated.

National advertising has been "slower" than anticipated, Mr. Fitzgerald noted, although in the second full year of operation national agency sales represented about 8% of total business and in the third year about 13%. "We believe our potential is much higher," he said, "but it requires a great deal of missionary work."

WGSM's programming formula is use of disc jockeys with "popular but not blatant music, not over-arranged and with understandable lyrics," Mr. Fitzgerald said, "plus local Long Island news five minutes every hour of the day with two 15-minute round-ups, plus community interest programs such as garden shows, fishing forecasters and small-town growth problems."

**WLBN**

New radio stations are finding "green" pastures in the Bluegrass State, too, according to experiences related by C. H. Hulse, co-owner and chief engineer of WLBN Lebanon, Ky., 1 kw daytime independent on 1590 kc.

"We feel the way is up," Mr. Hulse reported. "We borrowed $35,000 in 1953 to open a new station [WLBN]. We began operation in November of '53 and were in the black two weeks later. Of course, we were operating with a total of four people, but we were getting the job done and we were sounding good on the air."

Mr. Hulse reported that he and partner Charles Shuffett are building another 1 kw

**THE WAY IS UP IN RADIO**

In charts below, years are FCC fiscal years (July 1-June 30). Solid lines show actual curves; dotted lines are FCC projections through end of fiscal 1955.
daytimer in Harrodsburg, Ky., "and we have every faith in its successful operation." Both are single-station operations.

"In each we will use one girl to do copy and traffic, one to do bookkeeping, type logs and schedule spots and file records," he explained. "We use a hillbilly artist to do all folk music shows with our announcer doing the commercials. We use three fulltime announcers and most of the other people do at least 40 hours a week.

As for profit, Mr. Hulse estimated "we will do about $22,000 for this fiscal year on a partnership basis. It isn't a true figure as I am doing all the engineering and average about 70 hours a week. My partner works a full announce shift then sells and services about 30 hours a day. We each take a day off once every two weeks if things are running smoothly."

WLBN construction costs ran about $37,000 total, including land, equipment, new 40 x 42-ft. building, air conditioning, telephone construction costs, etc., Mr. Hulse said. Station is about two miles from town. The building outlet, with remote control transmitter, will run about $25,000 to build, he estimated, but "again this may not be a true figure as we do our own construction."

In Harrodsburg WLBN rents a 600-seat theatre for live shows and will have studios on each side of the stage.

"We feel that most stations in small markets hurt themselves by saving money on the three most important things: announcing, records and local news," Mr. Hulse said. "We buy all major releases and most of the minor ones. We do the three local newscasts a day. We keep good announcers. Our reward came when a very nice old lady stopped on the street and said: 'Your station sounds so good, I even enjoy the commercials.'"

Mr. Hulse explained WLBN tries to give the people "as much of one type of music in a block as we can. We open with two hours of country music, from 7-11 a.m. we go pop, from 11 a.m.-1 p.m. we use a variety of stuff. At 1 p.m. we back to country music until 3 p.m. when we switch to pop for the rest of the day. News and talk features are spaced throughout the day."

To pull back to WLBN listeners who may have "strayed from the fold during the day," Mr. Hulse said local news is scheduled for 8 a.m., 12 noon and 4 p.m. "Television was giving us some late afternoon competition," he said, "so we added the 4 p.m. news. We use four minutes each of local, world, Kentucky, sports and weather. We use at least four and usually five announcers on this show and it really moves."

KWBB

Out in the Midwest, block programming of music, news and sports—with emphasis on local spot news via five radio-equipped staff cars—is the formula found effective by independent KWBB Wichita, Kan. KWBB took the air in 1951 in a market long held by four network-affiliated stations. There also are two tv outlets operating there and an initial decision pending for a third.

KWBB is assigned 1 kw on 1410 kc, directional day and night.

Vice President-General Manager J. Milton Hall, who had radio management experience on the West Coast in competition with tv prior to joining KWBB, told BTV he learned the two media are "entirely different" and each would "maintain its place in the various planes of public service." His opinion is that "properly managed, aggressive radio stations" will continue to thrive "listenerwise and economically."

Mr. Hall said "our faith in radio has proved right and there is no indication that it is about to change." Although radio has suffered on the revenue side from loss of national advertising income, he pointed out that "local and regional advertisers have had their tv fling and are returning to radio at a rapid rate, which we believe will more than offset the national loss in the next 12 months."

KWBB's profit was lower in 1954 than in 1953, Mr. Hall said, as "we spent more in our operation during 1954 trying to stay aggressive and progressive. We noted the slight business recession during 1954 caused us to spend more to get business. We have no reason for unhappiness with respect to profits."

Good disc jockeys are considered by Mr. Hall as factors in KWBB's music success, while in news, "we maintain a highly competent two-man news staff and a completely equipped news bureau."

He explained that five staff cars are equipped with commercial vhf-fm mobile transmitters, "permitting us to cover our home county with direct-on-spot news reporting." KWBB maintains 24-hour tele-type service with the Wichita U. S. Weather Bureau and a program line for three five-minute reports daily by bureau personnel.

Functional news desk, planned by News Director Jim Setters and Chief Engineer Gene Williams, contains radio receivers tuned to the city police, sheriff highway patrol and KWBB's mobile news cars.

"Regarding sports," Mr. Hall related, "we cover all three local sports, baseball, basketball and football, always providing the listener with the best sports play-by-play man."

KWBB operates 17½ hours daily with 18 fulltime and 2 parttime employees. Studios, office and transmitter are under one roof.

"We have a good hardworking gang," Mr. Hall explained, "a bunch of clock watchers. Everyone's ambition is to be top man on the totem pole. The net result is complete harmony and success for everyone and the gross result is that everyone receives higher than average income."

Mr. Hall finds local sales "are comparatively easy because of word-of-mouth success stories related from one merchant to the other."

On the national scene, he said, KWBB has been "hard to see" because of several prime reasons: (1) Comparatively new, only four years old. (2) The national survey by a major survey firm made when KWBB had been on the air only four months. This survey ended up in the files of almost every and obviously projected KWBB's penetration as nil. This survey is still being regarded with practically the same respect as it was three years ago. (3) Competing with higher power stations claiming considerably higher coverage. (4) Unsatisfactory national sales representation. KWBB now has no national representative.

WMOK

"We figure that radio can do more things better and is certainly here to stay," James H. Firmin, manager of WMOK Metropolis, Ill., told BTV in response to an inquiry why his firm plunged into radio in 1951 when someone was predicting a severe drop for the aural medium. An independent operation, WMOK is assigned 1 kw daytime on 920 kc.

Although not in a primary tv area, the nearest station being some 50 air miles distant, Mr. Firmin said "several tv stations have good fringe coverage in our market."

He said "until the first two months of this year we have not had a drop in business since we began operations four years ago—each month in fact saw a decided healthy increase.

The drop has been caused by a decided drop in business generally in the area, but we are already on the way back."

"Our gross income has consistently exceeded our expectations and the profits fall in line. Not being blessed with a surplus of national business, we started pounding the local streets and they have not stopped. We program for local and regional listeners, stressing local and regional news, local live talent, live and recorded sports events and about a 50-50 split in pop and hillbilly disc jockey shows."

"We have a lot of commercial religious programming under certain station restrictions, a top-flight woman announcer and a very commercial Negro d.j. show."

Part of WMOK's success, according to Mr. Firmin, lies in the fact "we sell radio first and WMOK second, basing our sales approach on repeated personal contact with all accounts. We promote ourselves and our market, e.g., we established successful city-wide bargain days, complete with entertainment and prizes, that have done well for all concerned."

WMOK operates with a staff of 12, including three fulltime and one parttime announcer, one fulltime engineer-announcer and one parttime engineer, a bookkeeper, a traffic director and a receptionist-copier-writer. Programming is done chiefly from transmitter site studios with offices and an auxiliary studio in town.

WILY

Many a radio station has faced the unique challenge of starting fresh in a market already served by radio and tv during the past six years, but a station operator faces the same challenge when he takes an old station, changes its name and audience, and tries to start fresh under the new identity.

One that has been successful is WILY Pittsburg, operating daytime on 1080 kc with 1 kw. Now a prestige rhythm and blues station, it is aimed at the city's 175,000 Negro market. Founded in 1947 as WPGH and changing ownership three times, the station was purchased in mid-1954 by John Kluge and completely revamped as WILY.

According to Ernie Tannen, associated with Mr. Kluge for seven years at WGAY Silver Spring, Md., and now WILY manager, the Pittsburgh station had been running in the red about $3,000 a month but under the restyled format "was put in the black"
One reason why WFBR is FIRST IN BALTIMORE

OUR GREEN THUMB WITH LOCAL PROGRAMS

... produces flourishing personality shows carrying hard-selling minute announcements ... with audience-appeal that gives them a commanding lead.

Walt Teas
MORNING IN MARYLAND
CLUB 1300
Two WFBR-produced programs that "steal the show" from all local competition in the "Get Up" and "live" show categories.

Helen Brooks
"EVERY WOMAN'S HOUR"
Delivers 351/3% more audience than its nearest competitor in the women's interest field.

Lou Corbin
MATINEE IN MARYLAND
Takes the lead over all other local programming in the 2-3 p.m. time slot with a "romance" motif.

Ralph Phillips
MELODY BALLROOM
Yields Baltimore's largest radio audience—nearly twice that of soap opera competition in the important 3:3-5:30 p.m. time segment.

Howard Streeter
John Steele
Bill Lefevre
WFBR newscasters, who have built up 45% more audience for their locally-produced newscasts than all competitive local newscasts, among their happy sponsors are: Esso, Tender Leaf Tea, Stanley Davidson Transfer, Loyola Federal Savings & Loan Ass'n, Atlantic Federal Savings & Loan Ass'n, and Griebel Motors.

Ask any John Blair man about

WFBR
5000 WATTS
IN BALTIMORE

NEW BQ-2A 3-SPEED TURNTABLE designed specifically for 33⅓, 45 and 78 RPM operation. Low in price, but retaining highest performance characteristics. Simple, sure-fire driven mechanism with self-compensating rim drive. Smooth half-turn starting at any speed for easy cueing.

BQ-70F DELUXE, 3-SPEED TURNTABLE. Newest edition of RCA's famous 70-series transcription turntables. Photo shows installation of Universal Tone Arm for Vertical and Lateral standard groove transcriptions and a lightweight tone arm for 45 and 33⅓ fine-groove recordings.

BC-2B STUDIO CONSOLETT. "Low-boy" console offers deluxe, operation-proved features usually found in custom-built equipment—but at a standard "package" price. Includes complete high-fidelity speech input provisions for 2 studios, announce booth, 2 turntables, 5 remotes, and network.

BCM-1A AUXILIARY MIXER CONSOLE. For large AM and TV studios. It triples the microphone inputs of the BC-2B—up to 16 microphones can be connected—8 can be used simultaneously. Enables you to "block-build" as required.

Everything in Audio

Pictured on these pages are just a few of the units—from the most complete line of professional audio equipment for AM, FM and Television.

Application-engineered to fit every Broadcast audio pick-up and reproduction situation in the station, this comprehensive line includes...microphones and microphone accessories...turntables...tape recorders...amplifiers...loudspeakers...custom-built equipment...plus hundreds of other audio items needed to meet each and every station requirement.

RCA audio equipment is imaginatively designed to exceed present-day station requirements—competitively. It makes possible new techniques in program handling—offers a new basic approach to greater operation economy. Ask your RCA Broadcast Sales Representative for complete technical information. In Canada, write RCA Victor, Ltd., Montreal.
RT-12B PROFESSIONAL TAPE RECORDER (CONSOLE TYPE). Same as RT-11B and includes all the design features of the rack-mounted unit— but is ideal for use near the RCA Consolette or turntables in control rooms or studios where rack space is not available.

BCS-11A MASTER SWITCHING CONSOLE. For broadcast stations requiring master switching facilities for three channels. Can be used for pre-set master switching— up to 10 program sources.

FREE technical brochures on RCA Broadcast Audio Equipments—from your RCA Broadcast Sales Representative. Ask for the bulletins you desire by the numbers given below:

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PIONEER IN AM BROADCASTING FOR OVER 25 YEARS

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N.J.

RT-11B PROFESSIONAL TAPE RECORDER FOR RACK MOUNTING. Designed for applications where precision timing and reliability are prime factors. RT-11B provides push-button control, automatic tape lifters, quick starts and stops in 1/10 second, and easy cueing.
and got for itself the highest Pulse of its kind (Negro) in America, all in a matter of six short months and with a total staff of 10.

Aside from WILY and WGY, Mr. Kluge also operates KXWL St. Louis, WKDA Nashville, Tenn., and WTRX Wheeling, W. Va. (Bellaire, Ohio).

Mr. Tannen recalled that before he went to Pittsburgh, he made a study of other Negro market stations. “Some were ‘shlock’ operations,” he contended, “triple-spotting, little community service, nondescript talent. We would try a different approach.”

Mr. Tannen related hiring two top disc jockeys, front and center, “hit, hit, smooth-talking” Bill Powell and a “comic,” Lee Dorris, known as “3-D Lee D.” The latter had been written up in Time for his “jive-talk political announcement which helped to landslide a Nashville political into office.”

Mr. Tannen said that “together, we set up our programming. Two hours of spirituals, one at 8 a.m., the other at 2 p.m. Rhythm and blues to fill out the remainder of the day. That’s the basic formula. To it, we added the community integration factors. Six times daily, the WILY bulletin board, wherein we broadcast free spots for clubs, campaigns, etc., and solicit these announcements at the end of each 3-5 minute program.”

Twice daily a public service community leader interview show is aired, plus daily women’s Homemakers’ Exchange and a noontime newscast direct from the city desk of the Negro Pittsburgh Courier.

“When we took over WPGH,” Mr. Tannen said, “we took over a technical facility. On Aug. 19, 1954, we moved in a new staff, new programming, new ideas, a sincere wish to provide a community service, and some public relations and publicity know-how.” Although WILY got wide publicity then, formal opening was delayed until Sept. 24 when Mayor David L. Lawrence proclaimed “WILY Day” and invitations were sent to all top civic and business leaders to attend the open house.

WILY stands for Wylie Ave., “the biggest street in Pittsburgh’s Negro district,” Mr. Tannen explained.

In three months sales jumped 400%, Mr. Tannen said, and in six months WILY received nearly 25,000 pieces of mail, “without mail-pull gimmicks.”

“We believe in radio, we recognize its new dimensions, we think we understand what it takes to make radio the vital, dynamic medium for entertainment and service it can and should be,” Mr. Tannen concluded.

**KSUM**

Although affiliated with Mutual, KSUM Fairmont, Minn., reported its primary format is local programming. “With great emphasis placed on local news, local sports and being certain to broadcast a variety of music which is acceptable to our listeners.”

Operating on 1370 kc with 1 kW, directional day and night, KSUM has subsidiary studios in St. James, Minn., and employs a fulltime staff of 16.

Frank Endersbe, KSUM manager, related that gross income is running 11% above the same period last year and both gross income and net profit have been going up steadily since KSUM took the air six years ago. Although the station’s construction cost was “much higher than anticipated,” he said, operating expenses “are about as estimated.”

KSUM is strong on local promotion and use of specific case history success stories among advertisers, Mr. Endersbe indicated. The local program touch includes “theatre” studios at fairs and other events where sponsor displays and tie-in may be effected.

“We went into radio,” Mr. Endersbe recalled, “because we believed that radio could do certain things best. Radio can best do a comprehensive job of keeping the public well informed through local news and the broadcasting of local sports events. We felt that way then, we are even more convinced now. Profit-wise we are very satisfied. Our profits are a little higher than is signified by the NARTB national survey results.”

**KMAN**

Key to successful operation today and in the future is local service, local news and good music, according to Lowell E. Jack, general manager of KMAN Manhattan, Kan., 500 w daytimer on 1350 kc founded in 1950 and headed by Fred A. Seaton, presently serving as special assistant to President Eisenhower.

“Right down the line we offer something local every time we possibly can. The listener can’t get the down-to-earth local news anywhere except on local radio,” Mr. Jack said. “We have local known and unknown people on the air for interviews; we broadcast local voices using the telephone ‘beeper’ system; our news emphasis carries the local touch; we support local fund drives instead of national fund drives; our income is largely local; when we can hire local people we do; when we buy we buy locally. We tape record or direct broadcast local events.”

KMAN hires “only qualified people,” Mr. Jack explained. “We pay them well for the work they do and as a result we operate with six fulltime and three parttime employees.”

Mr. Jack and one salesman handle advertising, with the other staff members, including a fulltime chief engineer, filling announcer.

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**HILLBILLY RADIO DRAWS THE CROWD**

**By Ron Harold**

**WARL**

THE Washington, D. C. area, with its many transient government and armed services personnel has become one of the largest hillbilly music markets. As an added plus, a hillbilly station in this area (a 75% country and western music schedule daily), WARL Arlington, Va., feels just a bit proud of its part in the growth in popularity of “pickin’ and singin’.”

The entertainment committee of the ninth annual Home Show and Do-It-Yourself-Exposition, held Feb. 19-22, at the mammoth D. C. National Guard Armory, gave us the nicest compliment in our eight-year history when it asked WARL to arrange the talent for this year’s show . . . hillbilly talent exclusively! And arrange we did: Eddy Arnold, the country’s number one country and western singer who has sold 30 million records for RCA Victor in 10 years; the Midwest- ern Hayride Dancers, foremost exponents of the art of clog dancing, and our own house band, Jimmy Dean and His Texas Wildcats. WARL disc jockey Connie B. Gay emceed the three-day shows.

In nine days, the Home Show drew 101,000, an all-time high attendance record! The Home Show committee gives hillbilly music, used exclusively for the first time this year, full credit for bringing in more people than ever before. But WARL’s coverage of the Home Show didn’t end with arranging the talent. Before and during the Show, we ran approximately 30 promotional spots. We featured daily five-minute interviews with leading exhibitors and show officials. On the final day of the Show, we presented a young service couple stationed at Fort Myer, Va.—Pfc. Wanda Marie Wasson and Cpl. Claude Jones—with a complete wedding ceremony on stage at the Armory. The ceremony was broadcast.

By far the most important WARL coverage of the Home Show ... and the most enjoyable ... was our daily noon-to-5 p.m. broadcasts from a giant 52-foot long Collins-Kropf Mobile Home (the world’s longest trailer) inside the Armory. In the luxury of the trailer, Connie B. Gay originated his noon-3 p.m. Town and Country Time and Phil Long broadcast his 3-5 p.m. Salute to the Hillbilly Stars. Guests from among show visitors, exhibitors and entertainers were frequent. When Home Show week was over, the DJs hated to leave the comfort of their remote studio for the four drab walls of the station.

---

**WARL’S MOBILE STUDIO AT THE HOME SHOW**
AGENCY MEN!

TIME BUYERS!

CLIENTS!

EVEN UNIVAC CAN MAKE MISTAKES—

NIELSEN'S DECEMBER SURVEY HAS BEEN CORRECTED, SHOWING A GRAVE ERROR AND INJUSTICE DONE TO SOUTHERN CALIFORNIA'S TRUE LEADING INDEPENDENT STATION

KLAC

THE FACT IS THAT KLAC LEADS ALL INDEPENDENT STATIONS AND TWO NETWORK STATIONS IN EVERY TIME SEGMENT THROUGHOUT TOTAL STATION AUDIENCE DAY AS LISTED BELOW:

TOTAL DAY — 6 a.m. - 12 midnight
DAYTIME — 6 a.m. - 6 p.m.
MORNING — 6 a.m. - 12 noon
AFTERNOON — 12 noon - 6 p.m.
NIGHT — 6 p.m. - 12 midnight

Year after year Hooper surveys proved KLAC to be the Number One Independent Station. Nielsen December survey (now corrected) proves the same to be true.

AGAIN AND AGAIN IN SURVEY AFTER SURVEY, KLAC IS THE UNDISPUTED LEADER IN SOUTHERN CALIFORNIA

ing, copy, news and bookkeeping jobs. The transmitter is operated by remote control. Another successful Seaton station is KHAS Hastings, Neb., founded in 1954 and operating on 1230 kc with 250 w fulltime.

WPGC

In the shadow of Washington, D. C., and the Capital area's 15 radio, 12 fm and 4 tv stations, WPGC Morningside, Md., after a full year of operation, has found that a new local daytimer can start with a small investment and succeed in spite of the heavy competition.

Built for $8,000 with another $5,000 to cover early operating expenses, WPGC feels sure that careful attention to finances, hard-hitting selling of the station to advertisers and strong local programming will assure the steady growth of any station in a similar economic situation, according to founder Harry Hayman. WPGC is assigned 1 kw daytimer on 1520 kc and was assigned an auxiliary studio in Hyattsville, Md., Washington suburb.

WPGC claims advertiser success stories from the start and promotes them. Three months after it began, the station contracted with a new drugstore about to open in a local community. The owners used the station only to invite listeners to bring their telephone directories to the store to be stamped with the phone number of the new establishment and receive a free soda or sundae. Some 500 directories were brought to the drugstore within a few days, Mr. Hayman recalled.

Mr. Hayman and Mr. Evans Richmond, who took in as equal partners after WPGC took the air, attribute the station's growth to popular programming of music, news and special features, plus the will to go out and sell advertisers and the community on the idea that WPGC is a community operation. Programming is heavy on music. Mr. Hayman said the station is reporting a strong effort to de-emphasize "chatter" as such. The station runs about 25% hillbilly music, 10% show tunes, 5% news (AP and local) and the remainder in popular tunes and public service.

New residents are welcomed on WPGC newscasts and notified of the event by pre-motion mailing. Other features include live remotes of church services, a weekly homemaker show by a number of the U. of Maryland extension service, daily five-minute fire reports by a fireman and a weekly quarter-hour report by county police officials.

WPGC functions with two fulltime announcers, two parttime announcers and two salesmen. Mr. Hayman, who also is transmitter engineer, does some selling. Mrs. Hayman handles clerical duties.

KLIC

At Denver, a market with 10 commercial radio stations and four tv outlets, KLIC learned it could survive and thrive with television, according to owner George Basil Anderson. Established in 1953, KLIC is assigned 1 kw daytime on 990 kc. Mr. Anderson also operates daytimers KJRG Newton, Kan., also founded in 1953, and KJSK Columbus, Neb., established in 1948.

"I have always felt from the first that tv could never hurt our radio operation if we operated for our listeners," Mr. Anderson said. "We are making more in profits than we expected, or ever dreamed possible. When tv first hit our area, we trimmed our expenses and braced for what we thought would be a death struggle. Thanks to television, we have learned to operate with a smaller staff and with men who are capable of more than one job. We pay high wages for fewer men, thus cutting our operating expenses."

Mr. Anderson related that "construction costs and operating expenses have panned out even better than we estimated in our original application. The revenue has exceeded our estimate and our profit, as a result, is much higher. All of my stations have started making money the very day we started operation.

"We are operating one of our daytimers with a staff of four. The bookkeeping is done in our one office and thus expenses are cut again. One salesman at each station on a commission basis is doing the job. He can fill as announcer on all three stations if needed."

WIRY

"Radio will never die, nor ever fade away," is a popular dictum. And experienced Joel H. Scheier. president-general manager of WIRY Plattsburg, N. Y. Although principals in WIRY are also identified in ownership of the new ch. 5 WIRI (TV) there, Mr. Scheier indicated the tv venture has not dimmed their confidence in the future of the aural medium. "The only change there has been for improvement," he said.

Established in early 1950, WIRY is a Mutual affiliate and operates fulltime on 1340 kc with 250 w. It is the newest of two radio stations in the market.

"We can truthfully say that our faith in radio has proven correct," Mr. Scheier said. "Our profits, sales and all other factors are on the credit side of the ledger. We feature local programming of news and music that our local listeners like, and we do a tremendous amount of public service and wish we could do more."

With a staff of 12, including combination announcers-operators, WIRY is under one roof "with very modern facilities," he explained. Sales have been "far above expectations, but expenses proved to be higher, too, so profits percentage were about as expected," he said. Initial construction costs were close to the original estimate.

KLIC

KLIC Monroe, La., 250 w fulltime Mutual affiliate on 1230 kc, is the smallest and newest of three radio stations in that market, which now also includes four-network ch. 8 KNOE-TV. But President-Manager Dr. Frank P. Cerniglia reported "KLIC is doing as much business as ever." It was established in 1950.

He said he believes "the trouble with so many stations lies in the fact that they sell radio down the river. Give me radio. Radio and only radio still does the best selling job, dollar for dollar spent on advertising."

WTTR

Even a small staff can effectively beat the bushes for new radio business, according to Russell H. Morgan, vice president and general manager of WTTR Westminster, Md., new 1 kw daytimer on 1470 kc established in mid-1953. With a total staff of seven, including the manager, WTTR enjoyed a "small profit the first year" that "will be doubled the second year," Mr. Morgan said. Gross income has been higher than originally expected, he indicated.

Owned by more than 20 local businessmen, WTTR saved on construction because Mr. Morgan is an engineer. He and two others sell station accounts while three fulltime and one parttime combination announcer-operators handle programming. One of these is program director and another chief engineer.

Although within the coverage of both Washington and Baltimore radio and tv stations, Westminster was considered a potentially successful radio market because it is the county seat of Carroll County, described as a $400 million retail sales market. "We thought one station could make it and we were right," Mr. Morgan said.

WRRR

"The hunger of the public for news seems never satisfied, but television can no more compete with radio in either speed or frequency than can a daily newspaper," according to L. O. Fitzgibbons, vice president and general manager of WRRR Rockford, Ill., new 1 kw daytimer on 1330 kc directional. Mr. Fitzgibbons identified with a new group purchasing control of WRRR subject to FCC approval [Apr 1, March 7], expressed confidence the station's initial operating losses can be recovered.

"By and large television adds little to music," he pointed out, explaining "we can repeat the same number time and time again for the ear, but once you've seen as well as heard a particular rendition of music there is little desire to see a repeat performance." Mr. Fitzgibbons felt the novelty of television "is pretty well replaced by the commonplace after 15 months of local service. We know for a fact that buyers now look at it realistically rather than with the starry eyes with which they first regarded it. Three factors have played prominent parts in this change: (1) cost, (2) loss of an increasing amount of prime time availability to the networks and (3) the painful discovery that television is not a cure-all!"

The WRRR official said "it is our belief that radio's speed, coupled with radio's universality, will make for it a unique place which—when coupled with imaginative programming—will always command a sufficiently large audience to provide an important medium of advertising regardless of other media."

KLEM

Neither television nor network radio can compete with the local radio station and its community service, according to Bob McKune, manager of KLEM Le Mars, Iowa, 1 kw daytimer on 1410 kc established in

Broadcasting • Telecasting
WMBV-TV

Biggest, Most Powerful TV in Green Bay Packerland!

OVER TWICE THE POWER

WAS 110,000 WATTS

NOW 240,000 WATTS

50% MORE TOWER

WAS 583 FEET

NOW 825 FEET

TWICE

THE STUDIO FACILITIES

COMPLETE Studios and Offices in GREEN BAY and MARINETTE

WMBV-TV CHANNEL 11

CHERRY & MASON STS., GREEN BAY, WIS.
RADIO-TELEVISION PARK, MARINETTE, WIS.

Represented Nationally by
VENARD, RINTOUL & McCONNELL
1954. He predicts the local radio station will win the struggle for survival because it can do more things better and cheaper.

Citing the great growth of new radio stations in smaller markets since 1946, Mr. McKune pointed out that these new outlets were cutting into the audiences of the big, powerful network outlets long before serious competition from television.

"Television is an entertainment medium," he said. "I do not believe it is as informative, or can afford to be as informative as radio. And just like its predecessor, the large radio station, television cannot compete with local news dissemination, local public service and local population participation programs on radio.

"Radio can afford to program a half-hour of music which will get a certain percentage of listeners, but what can television with its tremendous costs do? Something which there is a heavy tendency to do already. Cut the costs of any program which is opposite a top talent show to the point where the program simply becomes a filler."

Since network radio "is very apparently taking quite a beating at nighttime," it is turning to low-cost daytime shows "which reach more homes at less cost, disc jockey and news being the big factors," Mr. McKune observed. "And network radio cannot compete with local or area radio on that basis," he argued.

As for news, he asked, "Can network news compare with the detailed news we present from five small hospitals in our area? Does the newscast which originated at the scene of a great New York explosion compete with our remote of a pep rally or basketball game?"

Concerning music, Mr. McKune said "we can program just the same records the network man plays. And more of them. And just for good measure, we'll throw in a beeper telephone report of the fire in the grain elevator of a small town just seven miles from here."

Contending the government, industry and advertisers spend "literally millions on surveys of some sort or another each year," the KLEM manager felt it would be worth "a punitive two or three thousand dollars to send just one man, or two, to the small local or area stations of the land to find out whether it might not be possible to buy the same size, yet more responsive audience on smaller stations that advertisers buy on the networks."

WHVF

WHVF Wausau, Wis., founded in 1953 after years of litigation, has found that an "informal and friendly" attitude on the air "is paying off," according to H. V. Foreen, president and chief engineer. "We have a telephone request program at 9 p.m. where the high school kids themselves admit over the air that it takes them away from their tv sets," he said.

Although the new local station on 1230 kc with 250 w fulltime "lost money until recently," Mr. Foreen said, "we've made steady progress and should be all right now."

THE NEW LOOK AROUND RADIO-TV

IT SHOWS UP IN ABC'S NEW CONFERENCE ROOM

LATE LAST YEAR, ABC decided to re-do its executive conference room on the mezzanine of its 7 West 66th St. New York headquarters. The old conference room had been adequate in size and essential furnishings and equipment, but short on the finer points of convenience, comfort, and technical facilities. To do the job, ABC hired Carson & Lundin, New York architects, and John Lowry Inc., also of New York, contractor. They went to work last December. Completed earlier this month, the results are shown below.

OVER A YEAR AGO construction began on a new radio-television center for WBT-WBTV (TV) Charlotte, N. C. It now has been completed. Those results are shown on page 50.

SWEEP of the re-styled room is shown in this photo, with walnut conference table at left, viewing and listening area beyond. Room is sound-proofed as well as completely air-conditioned.

THE AUDIO-VIDEO control center is in this custom-built cabinet. Operating it are Harold L. Morgan Jr. (l), vice president and comptroller, and Frank Marx, vice president in charge of engineering and general services.

CONFERRING (l to r): Charles T. Ayres, vice president for the radio network; George T. Shupert, president of ABC Film Syndication; Mr. Morgan and Mr. Marx. Wall at the far end of the conference room is of Philippine teakwood; others have cork paneling with walnut strips.

AND WBT-WBTV (TV)'S NEW BUILDING (PAGE 50)
ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S MAJOR MARKETS

THE GEORGIA TRIO

ATLANTA
WAGA
5000W - 590KC
CBS RADIO

MACON
WMAZ
10,000W - 940KC
CBS RADIO

SAVANNAH
WTOC
5000W - 1290KC
CBS RADIO

The TRIO offers advertisers at one low cost:
- Concentrated Coverage
- Merchandising Assistance
- Listener Loyalty Built By Local Programming
- Dealer Loyalties

IN 3 MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.
NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO
WEEK-LONG ceremonies marked the dedication of the new $1,250,000 home of WBT and WBTV (TV) Charlotte, starting April 11. WBT observed its 33d anniversary at the same time.

The plant is located on a six-acre semi-suburban site overlooking the center of the city. Taking part in the dedication and simulcast Wednesday night were tv, radio and movie stars with Warren Hull as m.c. Joseph M. Bryan, president of Jefferson Standard Broadcasting Co., operating the stations, directed the actual dedication. The program included a recital and concert by Mimi Benzell, Metropolitan Opera singer.

ONE of the television studios, as the producer would see it from his vantage point above the cameras. Video production controls are in the foreground.

THE OFFICE of General Manager Charles Crutchfield has luxurious traditional decor. A modern touch is added by the bamboo blinds.

THE EMPLOYEES' dining room, furnished artistically with wrought iron tables and chairs. A mural decorates the far wall. Bottom picture shows a program featuring the Charlotte Little Symphony Orchestra being telecast from Studio 2.
Big wampum here! 80% of Michigan's 6-billion dollar buying power is covered by Knorr Broadcasting Corporation's 4-power-packed stations. And, folks listen, continuously . . . in their homes . . . in their cars . . . to the stations that broadcast what they love most . . . NEWS, MUSIC and SPORTS!

BUY ANY 2 OR MORE OF THESE POWERFUL STATIONS AND SAVE 10% FROM RATE CARD

WKMH—Dearborn-Detroit
WKMF—Flint, Mich.
WKHM—Jackson, Mich.
WSAM—Saginaw, Mich.

Represented By Headley-Reed

You Buy Michigan's Biggest Buying Power Through...
Emerson Drug Elects McAdoo; Names Billings Ad Chief

ELECTION of Francis H. McAdoo, Jr., as president of Emerson Drug Co., was announced last week by the company. Mr. McAdoo who has been with Emerson since 1939, was executive vice president until his election to the presidency.

The board of directors of the company was re-elected and James D. Harrison, president of the First National Bank of Baltimore, was added to the board. Dr. F. Jackson Andrews was elected chairman. At the same meeting Kirk Lemoyne Billings was named vice president in charge of advertising. Mr. Billings has been with Emerson, a heavy user of broadcast media, since 1951 when he joined the company as advertising director. He was formerly assistant advertising director of General Shoe Corp.

Other Emerson executives who were elected are Frank Markoe Jr., general counsel, and James H. Easter, assistant treasurer, who adds duties as assistant secretary.

Ayer Adds Radio-Tv Staff

N. W. AYER & Son, Philadelphia and New York, has added four persons to its radio-tv staff. The four in the New York office are James E. Parsons, former freelancer, as a copywriter; Jane Anne Fisher, formerly WSEE (TV) Erie, Pa., to traffic bureau of radio-tv department; Alexander J. Randall, WBUR-FM Boston, to traffic bureau, and Kenneth A. Wigg, formerly with Wm. Weintraub agency, to production bureau. In addition, James E. Robertson, who has been with the agency since June 1953, has been placed in charge of radio-television production in the Chicago office.

Mennen Back in Network Tv With Weekly Fights on ABC

MENNEN Co. (men's toiletries and baby products), Morristown, N. J., will co-sponsor the Wednesday night fights program on ABC-TV for its men's toiletries lines and for the introduction of its newest product, Shampoo for Men, effective June 1, Leonard V. Colson, Mennen advertising director, announced last week.

The tv entry marks the first use of network television for the Mennen Co. since the 1951-52 season. Co-sponsoring with Pabst Brewing Co., the firm will share equal participation on the program, to be carried on 90 stations throughout the country. The television sponsorship of the fights is in addition to Mennen's continuous spot announcement radio schedule on more than 133 stations in 7 to 9 a.m. periods.

Introduction early in May of the new product will be backed by the fight sponsorship on ABC-TV, the radio and a television spot announcement campaign plus Life magazine insertions.

In referring to the fights, Mr. Colson pointed out that the viewing audience, which now covers an estimated 85% of the tv sets in the United States, is expected to increase still more with the addition of nearly 30 stations scheduled to take the program shortly.

The Wednesday bouts, produced by the International Boxing Club, are shown on CBS-TV by Pabst Brewing Co. Series shifts to ABC-TV in early June under alternate week sponsorship.

The Mennen agencies are Kenyon & Eckhardt, New York, and McCann-Erickson, New York.

NSI Adds 12 Subscribers

JOHN K. CHURCHILL, vice president of A. C. Nielsen Co., Chicago, has announced that seven additional advertising agencies and five new stations have become subscribers to Nielsen Station Index reports in the past two weeks. The recent additions bring totals to 49 stations and 54 agencies. Mr. Churchill said.

The recent agency subscribers are: McCann-Erickson, San Francisco; Calkins & Holden, New York; John C. Dowd, Hoag & Provandite, Sutherland-Abbott and Reingold Co., all Boston, and Lang, Fisher & Shastow, Cleveland.

The stations are KSDK-AM-TV St. Louis, KXLJ Pasadena, KNXT (TV) Los Angeles and WBMM-TV Chicago.

L&M May Buy Tv 'Gunsmoke'

LIGGETT & MYERS, New York, sponsor of Gunsmoke on CBS Radio, has the first option on the television version of Gunsmoke which is scheduled to be in a 7:30-8 p.m. time period. The agency, Cunningham & Walsh, New York, saw the pilot film last week and is understood to be negotiating with the network. But the specific day has not yet been decided upon and the client reportedly will await specific knowledge before deciding its option.
In WSLS-TV-LAND*
there are
2,500,000 PEOPLE
owning over
325,000 TV SETS
78% of them look at
WSLS-TV more DAY & NIGHT
(Jan. 1955 ARB Study)
* 63 Counties in 3 States
Represented Nationally by
avery-KnodeL, inc.

shown above is evidence of results when "MISS
ELSIE," star of ROMPER ROOM, appeared in person
at Jennings-Shepherd, headquarters for Romper Room
Toys. Parents brought their children from four states and
Jennings-Shepherd sold many new customers. Several
thousand people visited the store in just one afternoon.

ROMPER ROOM
an impressive example of coordination in . . . .
programming
merchandising
promotion
Meet the man who brought music back to Flint morning radio

He's Alan Norman, and his "new sound in the morning" is an easy kind of music... standards, show tunes, the rich arrangements that put melody back in music. Flint listeners (and advertisers) have found it a sensible way to start the day. You will, too, if you pick-up a few of the remaining spots through the Katz Agency.

Flint, Michigan

WFDF NBC affiliate

Associated with: WFMH AM & TV Indianapolis—WOOD AM & TV Grand Rapids—WEOA Evansville

Chicago Agencies Hear RAB-Network Promotion

JOINT NETWORK presentation of radio’s effectiveness as an advertising medium, particularly during the morning and afternoon hours, and its ability to reach consumer-listeners almost anywhere was demonstrated before Chicago agency executives last week.

From 180 to 200 members of nine agencies there attended the three-day conference which is a continuing series arranged by the Radio Advertising Bureau, A. A. Norman, RAB midwestern director of sales, put it, "sell radio cooperatively as a medium" whether it is network or spot.

The presentation was originally made before BBDO, New York (Dec. 6, 1954), and was delivered to the Chicago group by Jack Curtis, ABC; Frank Neshitt, CBS; Henry Poster, MBS, and Ned Armsby, NBC.

Nielsen Gross Revenue Increased 12% in 1954

ANNUAL REPORT of A.C. Nielsen Co., Chicago, for the fiscal year ended 1954 showed that gross revenue (including foreign subsidiaries) amounted to $12,322,000, said to be a gain of 12.3% over the previous year’s record volume.

The report, distributed last week, also revealed that the revenue of the parent company increased 10.6% over that of the previous year to $9,983,000. Net profit (including foreign operations) was listed at $500,000, as against $285,000 the previous year.

In a breakdown of its various units, the company reported that service revenues of the Food-Drug Div. totaled $7,112,700, described as a 15.4% gain over last year and the radio division recorded all-time high sales of $2,789,000.

The report also noted the development of the "Nielsen Radio Index Improvement Plan," and the Nielsen Station Index (NSI), based on a new technique employing Audimeters, Audilog and Recordimeters.

During the past year, the report noted, steps were taken toward establishment of Nielsen Television Index service in Great Britain.

Wayne Promotes Five

PROMOTION of five officers of Tucker Wayne & Co., advertising agency with headquarters in Atlanta and offices in New York, have been announced by Tucker Wayne, president.

Douglas D. Connah, executive vice president since 1953, has been appointed to the newly-created post of assistant president. He is succeeded by Matthew Connor, formerly vice president, who has been with Wayne since 1949.

Leigh Kelley, vice president, assumes additional duties as chairman of the executive committee, and J. Duncan More, director of production, and Thomas P. Wright, account executive, have been named vice presidents.
This announcement is not an offer to sell nor a solicitation of an offer to buy any of these securities. The offering is made only by the Prospectus.

NEW ISSUE

April 6, 1955

262,750 Shares

Storer Broadcasting Company

Common Stock

Par Value $1.00 per Share

Price $24.625 per Share

Copies of the Prospectus may be obtained in any State only from such of the several Underwriters named in the Prospectus and others as may lawfully offer these securities in such State.

Reynolds & Co.

Incorporated
Here's What:

*823,500 HOMES

in the Southeast Quarter of the United States

(Look at the map)

Here's How:

WCKY 1 minute open rate . . . . $50

\[
\begin{align*}
823 \times 0.06 &= 50.00 \\
(823,500 \text{ Homes for only 6 cents})
\end{align*}
\]

*Average Nightly WCKY Listening Homes according to Nielsen Coverage Service
Can You Buy 5 Cents?

Here's Where:
Kentucky, W. Virginia
Virginia, Tennessee
North Carolina, South Carolina
Alabama, Georgia, Florida, Mississippi

Here's Who Knows:
Young & Rubicam, Inc.
Rich & Finney, Inc.
Campbell-Ewald Co.
Ted Bates & Co.
J. Walter Thompson Co.
Fiore & Fiore
Day, Harris, Mower & Weinstein
Kastor, Farrell, Chesley & Clifford Inc.
Batton, Barton, Durstine & Osborn
McDonald-Haggard
Ill. Simmonds & Simmonds
Charles W. Hoyt Co. Inc.

Account Executives and Time Buyers of these and other agencies, use WCKY's facilities to reach this market at lowest cost.

For Availabilities—Call Collect:
Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: CI 281

-FOUR HOURS A DAY - SEVEN DAYS A WEEK
Maytag to Name New Agency
After Spring Ad Campaign

THE Maytag Co. of Newton, Iowa (washing machines, household appliances), will appoint a new advertising agency to replace McCann-Erickson sometime within the next eight weeks. Official confirmation of earlier reports that Maytag would replace McCann-Erickson, which recently picked up the rest of the competitive Westinghouse consumer goods account and which has served Maytag for 17 years, will continue for Maytag until a new agency is chosen.

Between 30 and 35 agencies have bid for the account on the basis of questionnaire, according to Roy A. Bradt, vice president in charge of advertising and marketing. He said no decision will be made until after the current spring advertising drive, which will include the NBC-TV programs.

MacCracken Resigns DCS&S
CHESTER MacCRACKEN, who has been a vice president in charge of radio and television for Doherty, Clifford, Steers & Shensfeld, New York, since its formation in 1944, has resigned effective May 1. He plans to move to Vermont, where, after a year of refresher courses at the U. of Vermont, he will teach in that state. His replacement has not yet been announced.

GF Buys Rodeo Telecast
SPONSORSHIP by the General Foods Corp. of an hour-long telecast of the Roy Rogers Championship Rodeo over NBC-TV on June 21 (8-9 p.m. EST) was announced last week by George H. Frey, vice president in charge of television network sales of NBC. In conjunction with the telecast, a contest is being held to select a boy and girl to be chosen as "Junior King of the Cowboys" and "Junior Queen of the West." The competition, conducted by Roy Rogers Enterprises Inc. in cooperation with NBC-TV affiliates, will center around an essay on "What the Alamo Means to Me."

NEW BUSINESS
Arnold Bakeries, Port Chester, N. Y., to use spot radio campaign ranging six to 22 weeks in six eastern markets effective today (Mon.). Agency: Charles W. Hoyt Co., N. Y.

Slenderella Systems Inc. (reducing salon chain), N. Y., starts five-minute segment of Ralph Story Show (Mon.-Fri., 8:45-9 a.m. PST) on eight Columbia Pacific Radio Network stations for 52 weeks from May 2. Agency: Management Assoc., N. Y.

AGENCY APPOINTMENTS
Cardinal Products Inc. (Mattress Fresh, Mildew Stop, Diaper Fresh drug products), Hollywood, Fla., appoints Bishopric/Green & Assoc., Miami. Radio-tv will be used.

Lakeside Mfg. Co. (Hot Top trays and carts), Milwaukee, appoints Biddle Adv. Agency, Bloomington, Ill., to new and enlarged offices, 1145 19th St., N.W.

Whirlpool Corp. (washers, dryers, St. Joseph, Mich., to be co-sponsor of Berle-Ray show on NBC-TV next fall, is served by Kenyon & Eckhardt, N. Y., and not Beaumont-Hohmann, Chicago, as reported in B/W, April 4.

A&A PEOPLE
Robert R. Warringer, marketing and research director, Scheidler, Beck & Wernery, N. Y., elected vice president.

William J. McKenna Jr., vice president and copy chief, Scheidler, Beck & Wernery, N. Y., elected chairman of plans board; H. Alfred Steckman appointed copy supervisor.


Edward J. Young, director, KDKA-TV Pittsburgh, to Ad. Syndicate of America, same city, as vice president, effective May 1.


Weymouth Symmes, Paris & Peart, N. Y., promoted to media manager; H. L. Mooney, media and research manager, appointed marketing and research director; Virginia Burke, formerly with Dancer-Fitzgerald-Sample, N. Y., and Nancy Ann Holland appointed timebuyers and spacebuyers.


RALPH L. WOLFE, vice president, Geyer Adv., Detroit, to Warwick & Legler, N. Y., in general executive capacity.


KENDETh J. Lockwood, formerly with Campbell-Ewald Co., Detroit, to Betteridge & Co., same city, as creative director.

Donald G. Abram, formerly own agency operator, to Kight Adv. Inc., Columbus, Ohio, as account executive; Richard Neil Pynchon, advertising manager, Cowles Chemical Co., Cleveland, to agency as copy chief.

Frank MacKnight, former employee, Katz Agency (station representatives), Chicago, and Donald M. Peach, formerly with KOA Denver, to Gardner Adv. Co., St. Louis, as regional account executives.

Thombe E. Hardacre, formerly with Arthur & Carlisle & Co., S. F., to Grant Adv., Chicago, as Chicago regional account executive.

Theodore S. Garrett and Charles Sweeney, Young & Rubicam, N. Y., appointed copy supervisors.

Eugene V. Connet, formerly account executive, Ogilvy, Benson & Mather, N. Y., appointed to newly-created position, advertising director, Carpet Institute Inc., N. Y.

Orders are “sweet music” to radio and TV station owners and they rightly expect their representatives to produce them. But to do this takes skill and the selling “know-how” that comes only with long experience. We feel that H-R is unusual in this respect because this organization was founded by a group of working partners all with long and successful backgrounds in this field. And—as we have grown—only those with similar backgrounds and ability have been added to our staff. Thus today, as when we started, “We Always Send a Man to Do a Man’s Job.”
ABC, WARNER BROS. PLAN FILM SERIES

With a reported budget of $75,000 per film, the series will start on ABC-TV next September in the Tuesday night 7:30-8:30 p.m. EDT slot.

JOINT announcement by ABC and Warner Bros. reveals plans for an upcoming hour-long film series, titled Warner Bros. Presents, to premiere on ABC-TV, Sept. 13, 7:30-8:30 p.m. EDT. Long-term contract for the production of 39 films was negotiated by Leonard H. Goldenson, president of AB/PT; Robert E. Kintner, president of ABC; Harry M., Jack L. and Albert Warner, heads of the motion picture company.

The series reportedly will carry a budget of $75,000 for each hour-long film. Three previous Warner Bros. features, "Casablanca," "King's Row" and "Cheyenne," will provide the titles of the three board program categories which the series will embrace. Each program will be a completely self-contained story, it was said, with "Casablanca" the series' title for adventure, "King's Row" for romance and "Cheyenne" for westerns.

To be telecast on a rotating basis as to subject matter, at least six minutes of each program will be devoted to taking viewers "on location," either behind-the-scenes or on actual outdoor location of a full-length Warner Bros. theatrical feature in the production stage.

All production details will be under the supervision of Jack L. Warner, vice president and executive producer. Each program will be filmed with a name personality serving as the regular host.

It has been reported that Liggett & Myers Tobacco Co. and the General Electric Co. will co-sponsor Warner Bros. Presents, but confirmation of such a move has not been forthcoming.

Belief that the "entertainment know-how of our two organizations will develop tv fare that will win the applause of millions of viewers," was expressed by Mr. Kintner at the conclusion of west coast meetings last Monday.

"My brothers and I," Jack L. Warner said, "approach this new relationship between motion pictures and tv with the same zeal and enthusiasm as we had when we first presented commercially successful talking pictures. Coordinated with our current nationwide search for new talent, the new Warner Bros. tv show will exploit to the fullest extent the value of the tv medium in the marketing of motion pictures."

Sunset Productions, Warner Bros. newly-formed tv subsidiary [B+T, April 11], has recently started preparations for Men of the Sky, half-hour film series. It is understood that Sunset will confine itself primarily to half-hour series, under the production supervision of Jack Warner Jr.

ZIV Allocates $75,000 Budget For Science Series Research

BUDGET of approximately $75,000 for scientific research has been allocated by Ziv Television Programs Inc. in connection with its film series, Science Fiction Theatre. A spokesman for the company said the funds will be used to obtain the mechanical devices used by Truman Bradley, host-narrator, in his pre-program demonstrations; in checking scientific theories on which the series is based, and in
with WAVE

you don’t buy the hills—

YOU BUY THE GOLD!

To do a good radio job in the one really “golden” Kentucky market, you don’t have to waste money digging far back in the hills.

WAVE GIVES YOU KENTUCKY’S BRIGHTEST MARKET—
AT THE RIGHT COST. WAVE’s 50% BMB daytime area almost exactly coincides with the rich Louisville Trading Area, which accounts for 42.5% of the state’s total effective buying income.

GILT-EDGED PROGRAMMING—NETWORK AND LOCAL.
WAVE is the only NBC station in or near Louisville. Local programming is top-drawer, too. Our staff numbers 62 good people, 44 exclusively for on-the-air radio activities.

Dig that WAVE, and you’ve got the gold! NBC Spot Sales has all the figures.

WAVE • 5000 WATTS
LOUISVILLE • NBC AFFILIATE

SPOT SALES
National Representatives
following up newly announced scientific development as possible story lines.

Ziv also announced that six American universities are cooperating with the company in a program designed to insure the scientific authenticity of the series. The schools are: U. of California at Los Angeles; U. of Southern California; California Institute of Technology; U. of Pennsylvania; Massachusetts Institute of Technology; Johns Hopkins U., Baltimore.

In addition, a number of scientific institutions, research laboratories and industrial organizations including the Smithsonian Institute, U. S. Defense Dept., Garrett Corp., Los Angeles County Museum, and Douglas, Lockheed and North American aircraft companies are also working closely with Ziv on the scientific aspect of the program.

Maxwell Smith, who pioneered in the development of the radar equipment now being used by the U. S. armed forces, has joined Ziv as technical advisor for the series.

Ziv Television, Affiliates
Move Into New L. A. Studios

MOVE of Ziv Television Programs and its affiliated companies into studios at 7324 Santa Monica Blvd., Los Angeles, was announced last week by Frederic W. Ziv, chairman of the board. Purchase of the new facilities, formerly American National Studios, was made by Ziv in December 1954. Only alterations of a minor nature are being made, Mr. Ziv said.

The studio will be used to house administrative offices. The major suites will be occupied by Mr. Ziv; John Sinn, president; Maurice Unger, vice president in charge of western operations; and a number of the firm’s other executives.

Tenants now on the lot will continue to rent stage space and other studio facilities.

ANTITRUST SUIT FILED
AGAINST UA BY NASSERS

$10 million asked for actual punitive and treble damages in antitrust suit for refusal to release feature films to tv.

LATEST development in the three-and-a-half year litigation of James and George Nasser seeking to release certain feature films to tv is the filing of a $10,050,000 antitrust suit against United Artists Corp. and a group of major distributor organizations.

The lawsuit, filed last week in Federal District Court, Los Angeles, by Restan Inc. and Strand Productions Inc. (Nasser production companies), is divided into three parts: (1) defense against the action which UA brought against the Nassers [B&T, Dec. 6, 1954] charging them with infringement of copyright and breach of contract; (2) action by the brothers against UA for improper theatrical distribution of the four feature films involved; (3) action by the Nassers, through Ressan and Strand, against UA, Loews’ Inc., Columbia Pictures Corp., RKO Radio Pictures Inc., 20th Century-Fox Film Corp., Universal Pictures Inc. and Universal Film Exchanges Inc. (treated as one), Paramount Pictures Corp. and Paramount Film Distributing Corp. (treated as one), Warner Bros. Pictures Inc. and Warner Bros. Pictures Distributing Corp. (treated as one), for engaging in an unlawful conspiracy in restraint of interstate trade and commerce in violation of the Sherman Antitrust Act by their refusal to license anyone to telecast the said feature films.


Named general defendants in an action involving the feature “Spring in Park Lane,” which was originally distributed through Pathe Industries and starred Michael Wilding and Anna Nagel, were UA, Eagle Lion Films Inc., Pathé Laboratories Inc. and Pictorial Films Inc.

Damages asked in the suit, filed through attorney Adele R. Springer, are $3 million for actual damages; $3 million for punitive damages in general; $4 million treble damages for restraint of trade and $50,000 on the feature, “Spring in Park Lane.”

The complaint charges that UA refused to fulfill the theatrical exhibition of the feature and further refused to license the films to tv and at a time when the scarcity of class “A” products for tv netted higher revenues.

Sought is a judgment that “the monopoly and combination and conspiracy of UA and of the other major distributor defendants be declared illegal and enjoined as violative of the Sherman Antitrust Act and the Clayton Act” and that UA “be enjoined from enforcing any contract heretofore made, having the effect of preventing the televising of the said features and that the tv clause in the distribution agreement be declared void as illegal.”

WOC-TV

Builds Telecasts That Build Sales

1st WOC-TV builds sales because this station has accumulated 5 years “know-how” in programming for viewers of the Quin-T-Cities area.

From October 31, 1949 until “live” network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 “live” local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, in cooperation on Channel 6, telecasts with MAX-IMUM power (100,000 watts) from a NEW 625-foot tower. Its “good picture” coverage encompasses 30 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it.

Population


1,543,700

Families


477,010

TV Homes


11,156

Effective Buying Income


$2,455,549,000

Per Capita


$1,590

Per Family


$5,565

Retail Sales


$1,859,761,000

It’s “know-how” and “power” that does it—the “know-how” to stimulate the buying urge of people in the Quin-T-Cities area—the “power” to take this “know-how” into the tv set-owner’s home. Let WOC-TV show you that this “know-how” and “power” can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

Col. B. J. Palmer, president

Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT

IN IOWA

ROCK ISLAND, MOLINE

AND EAST MOLINE

IN ILLINOIS

Page 62 • April 18, 1955

WOC-TV

AM-FM

The QUINT CITIES
"Tornado
tore through...

I'll call back with the details."

Case History No. 7

It was a pleasant Sunday. Dan O'Meara, News Editor at WIOU, Kokomo, Ind., looked forward to a restful, lazy afternoon as he stood in line to buy a ticket to a movie.

A police car pulled up to the curb. The officer, whom O'Meara knew, waved him over to the car window.

"Listen to this report from Anderson," the driver said.

"Dan," the driver said, "just got a report a tornado is ripping through Anderson. Already some injuries reported and ten blocks of houses damaged. It's fifty miles away, you know, but we're going over to give 'em a hand."

O'Meara didn't go to the movie after all. He jumped into the squad car. He notified WIOU to set up its telephone tape recording equipment and called The Associated Press at Indianapolis.

"Tornado tore through," he told The AP. "I'll call back with the details."

Soon O'Meara was in Anderson and the first of his reports started over the wire and on the air. For 13 hours, he covered the disaster from every angle.

There was the minister who was seriously injured when a storm-tossed truck pinned him against the church wall... the devastated neighborhood where 40 homes stood roofless... the story of the wide-eyed boy who said his first hint of the tornado was the sight of a dog flying 30 feet in the air.

Late the next morning, O'Meara headed for home -- and bed.

"It was a break to be there," he said, "to give that kind of direct coverage not only to WIOU's listeners, but to the rest of the gang in Indiana who keep us posted, through AP, whenever anything happens."

Dan O'Meara is one of the many thousands of active news men who make The AP better... and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write--

John Carl Jeffrey, Vice President & General Manager, Radio Station WIOU.

Those who know famous brands... know the most famous name in news is AP
DAYTIME FILM PLAN OFFERS 520 SHOWS

PLANS involving the filming of 520 programs using a "soap opera" format for use on daytime television by stations at the local level [CLOSED CIRCUIT, April 11], were announced last Tuesday by Harry Trenner, president of the newly-formed Station Film Library Inc., New York. Mr. Trenner said that his company will offer stations two 260 quarter-hour across-the-board strips on a 52-week basis in what he believes is the answer to lack of quality programming in daytime television today.

The plan calls for Station Film Library to give local stations an opportunity to acquire ownership of the film in return for time furnished to Mr. Trenner's company for a first run. The station will also acquire residual rights as well as ownership in exchange for the time, Mr. Trenner said. When time arrangements have been completed, Mr. Trenner explained that Station Film Library would then sell the time and film for far less than if they were purchased separately.

Concerning program content, Mr. Trenner pointed out that unlike the radio "soap opera" his firm's stories would run through only five episodes. Each story line would be complete in one week, he said, making re-runs possible for the stations within a short period of time.

Arrangements for filming are now underway, involving approximately $2.6 million, he said.

ABC Film Quarterly Report Cites Sharp Surge in Billings

INCREASE of 161.2% in billings for the first quarter of 1955 as compared to the first quarter of 1954 has been reported by George T. Shupert, president, ABC Film Syndication. In the first quarter of this year billings on Racket Squad were up 49.4%. Billings for The Playhouse were 183.5%. The combined billings of these two shows represents a 64.7% of the total. Mr. Shupert said.

During the first quarter of 1954 these were the only two shows which ABC Film Syndication was selling. Mr. Shupert explained that the difference in billings increases between Racket Squad and The Playhouse which was formerly titled Schlitt Playhouse of Stars, was due to the market conditions in 1954, when shows such as Racket Squad, "proven entertainment with the added plus factor of built-in service," were in great demand.

The increase in billings in the first three months of 1955 was also influenced by the sales of Kieran's Kaleidoscope and Passport to Danger, Mr. Shupert said. Not reflected in the billings was the firm's newest property, Douglas Fairbanks Jr. Presents, which went on sale April 4.

Mr. Shupert said that "on the basis of past business and projections for the next quarter, we anticipate that business during the first half of 1955 will exceed 200% of the like 1954 period."

TPA Names Stone Assoc. As Merchandising Consultants

TELEVISION Programs of America officially appointed Stone Associates, New York [CLOSED CIRCUIT, March 21], as exclusive merchandising consultants for seven TPA film programs, Michael M. Sillerman, TPA executive vice president, announced last week.

The TPA-Stone agreement authorizes Stone Assoc. to license manufacturing of all products, i. e., toys, books, wearing apparel, food and other items based on characters on TPA shows. Endorsements, personal appearances and promotions, as well as creating all premiums and servicing advertisers, local and national, in their use, will be the responsibility of Stone Assoc.

The latter firm is headed by Martin Stone, who launched the entire merchandising concept for Howdy Doody and who was president of Kagan, program packager for Howdy Doody, which he sold to NBC-TV. Others associated with Stone Assoc. are Allon Stone, who developed many of the Howdy items; Milton Kayle and Edward Kean.

Mary Pickford Tops Goldwyn In Opening Bids for Studios

BIDS of $1,525,000 and $1,501,000 by Mary Pickford and Samuel Goldwyn, respectively, were made in the court-ordered sale of Goldwyn Studios. Long Beach Superior Court Judge Paul Nourse has set April 20 as the date for open bidding on the 10-acre property, currently appraised at $3 million. Open bids must be backed by certified checks with outside bidders topping previous bids by at least $10,000. Miss Pickford, 41/80ths owner, and Mr. Goldwyn, who holds 39/80ths, can bid against each other with raises of at least $5,000, provided the producer ups his bid and reopens the bidding.

Hearing in the suits and countersuits, filed by the former partners [B+E, April 4], was scheduled to be resumed on April 12.
The Best
SEAT
In The House

The best seat in the house is reserved for those who watch full length movies on television. In the Northern California market, the best of these films are shown on KRON-TV.

That's right—KRON-TV has long been the leader with the BEST of the FIRST RUN movies available. And there's plenty more in store because smart film buying requires know-how that improves with use.

There you have just one more reason why KRON-TV is the leader among television stations in the Northern California market . . . and one more reason why your sales message on KRON-TV will reach the people you want to talk to.

San Francisco
KRON TV
AFFILIATED WITH THE S. F. CHRONICLE
AND THE NBC-TV NETWORK ON CHANNEL 4

No. 2 in the series, "What Every Time Buyer Should Know About KRON-TV"

Represented Nationally by Free & Peters, Inc.
TOPS IN CHICAGO!!

WGN-TV was the only Chicago station to place in Billboard Magazine's 17th Annual Promotion Competition!

Best Job of Sales Promotion for TV Film Programs in 1954!
(Markets 500,000 and over—second in the nation)

Best Job of Audience Promotion for TV Film Programs during 1954!
(Markets 500,000 and over—8th in the nation)

Best Job of Merchandising Promotion for TV Film Programs during 1954!
(Markets 500,000 and over—8th in the nation)

Based on their knowledge of station activities, top agency executives, leading advertisers, film distributors and film producers placed WGN-TV above all other stations in Chicago!

PROOF AGAIN THAT THE TOP STATION IN CHICAGO FOR YOUR ADVERTISING IS WGN-TV!

441 N. Michigan Avenue
Chicago 11
Illinois

Seven-Up Buys Film For 120 Markets

IN ITS FIRST major use of television, the Seven-Up Co., St. Louis, has signed to sponsor MCA-TV's new half-hour adventure film series, Soldiers of Fortune, in 120 markets. Seven-Up will present the show weekly in 60 markets where its distribution is heavy and on an alternate-week basis in the other 60 markets.

Details of the sponsorship were announced during a news showing of the film aboard a United Airlines plane flying from New York to Boston. An MCA-TV spokesman said he believed this was the first time a tv film program has been shown aboard a plane.

Seven-Up has used tv spot announcements on a limited basis in the past, it was said, but Soldiers of Fortune represents its move into tv on a regular basis. The business was placed through J. Walter Thompson Co., Chicago.

The film serial was produced by Revue Productions, Hollywood, and stars John Russell and Chick Chandler.

The program made its debut on WABC-TV New York several weeks ago, but will not begin in other markets for another three to six weeks. MCA-TV has sold the series on a local basis in many markets where Seven-Up is on an alternate-week basis and plans to sell it in other cities.

20th Century-Fox Sells 'Flicka' Tv Series to CBS

SALE of My Friend Flicka, the first of 20th Century-Fox's properties to be made into a television series, was sold last week to CBS. The five-year contract involving approximately $8.5 million was handled by Spyros Skouras, president of 20th Century-Fox, and William Paley, chairman of the board of CBS, and was negotiated by Thomas G. Rockwell, president of General Artists Corp.

The agreement calls for 39 half-hour films a year in both color and black-and-white to be made at 20th Century-Fox's tv studios in Hollywood.

FILM SALES

MCA-TV Ltd., N. Y., has sold package of 67 Roy Rogers and 56 Gene Autry feature films, produced by Republic Pictures, to KTNT-TV Tacoma, Wash.


FILM PEOPLE

Harry E. Pratt, sales service representative, W. J. German Inc. (Eastman professional film distributors), Hollywood, named vice president in charge of tv film sales.

Marilya L. Friedel, formerly with Universal Studios, Hollywood, to United Film & Recording Studios Inc., Chicago, as national director of public relations.


Philip Monroe, animation director, Ray Patin Productions, Hollywood, to Tv Spots, same city, as director and chief animator.

Tom Whitesell, formerly with Louis de Rochemont Assoc., N. Y., to Transfilm Inc., same city, as production supervisor.
YOU MIGHT BROAD JUMP 26' 8 1/4"*—

BUT . . . YOU NEED WKZO RADIO TO COVER GROUND IN WESTERN MICHIGAN!

If you "look before you leap" in your Western Michigan time-buying, you'll choose WKZO, Kalamazoo—5000 watts... CBS.

Nielsen credits WKZO with 181.2% more daytime homes than Station B. Pulse figures, left, show that WKZO gets more than twice as many listeners as Station B, morning, afternoon and night!

Let your Avery-Knodel man give you the whole WKZO story.

The Felzer Stations

WKZO — KALAMAZOO
WEGO-TV — GRAND RAPIDS-KALAMAZOO
WJFP — GRAND RAPIDS
WJFS-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
Associated with WXBI — PEORIA, ILLINOIS

WKZO
CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

*Jesse Owens set this world's record at Ann Arbor, Michigan, in 1935.
NARTB TV BOARD TAKES STRONG STAND AGAINST PAY-SEE TV, FIVE-MILE LIMIT

Special meeting of TV Board opposes pay-tv proposals, if they interfere with development of the present system, and proposal to limit tv antennas to five miles from boundaries of principal cities. Statements will be filed in FCC proceedings for each.

FIRM stands against two FCC proposals to alter the present tv broadcast pattern were taken last Tuesday by the NARTB TV Board of Directors at a special meeting. The board opposed proposals for pay-to-see tv, if they deter or interrupt development of the present system, and directed that a statement to this effect be filed in the FCC proceedings (see pay-to-see story, page 97).

It opposed, too, an FCC proposal to limit tv antennas to five miles outside boundaries of principal cities [BWT, March 7]. A statement will be filed in this proceeding.

The tv directors considered plans for the TV Day program scheduled Thursday, May 26, during the annual NARTB convention in Washington.

In adopting an anti-pay-to-see policy the board held that the present American system of free radio and tv broadcasting should not be changed. Its statement follows:

"The petitioners before the Commission claim to have developed mechanical and electronic means by which programs can be fed into selected homes, if the owners of the sets are willing to pay a price for the reception of such programs.

"Allocations by the federal government have been established during the last decade of free television's growth in the United States. The board does not believe that the public interest is served, if the promise of free television now should be curtailed to provide a system of 'pay-as-you-see' television. Over 34,000,000 families have bought sets on the assumption that service would be free and full.

"The premise of free entertainment over broadcast facilities has been established for more than three decades, through the unique development of radio broadcasting in this nation. That basic pattern should not be altered at the expense of the public."

A resolution adopted by the board noted that pay-to-see services, under the FCC notice, would be operated within the tv broadcast bands; that these are now exclusively assigned to unlimited tv broadcasting; that the public is not now subject to government or private fees for tv broadcasts; that free tv brings the finest in programming, including news, public events and entertainment.

The board said pay-to-see tv "would necessarily diminish and encumber unlimited free reception by the public in order to provide this limited use. It added that subscription tv could be provided "by other means without detriment to unlimited public reception" of free tv. NARTB participation in all hearings and proceedings at FCC was directed, including "all necessary and proper steps to preserve unlimited public reception within the tv broadcast bands."

Attending the board meeting were:


Participating for the NARTB headquarters staff were Harold E. Fellows, president and chairman of the board; Thad H. Brown Jr., vice president for television; C. E. Arney Jr., secretary-treasurer; Vincent T. Wasilewski, chief attorney; A. Prose Walker, manager of engineering; Dan W. Shields, assistant to Mr. Brown, and Robert K. Richards, consultant.

Texas Breakfast

TEXAS Assn. of Broadcasters will sponsor a breakfast to be held Thursday (May 26) during the NARTB Washington Convention to meet legislators and other government figures. Arrangements are being made by Richman Lewin, KTRE Lufkin, TAB vice president.

HAMM'S BEER GAINS 9% DUE TO KXLY-TV'S FREE MERCHANDISING!

Big volume items such as beer also show substantial sales gains when participating in KXLY-TV's free merchandising assistance available to advertisers. Such sales-building support is available to you too. Investigate!

"We wish to report an increase of 9% in sales during the week March 7th through March 12th, above the previous week.

It was during this week you featured HAMM's on your "Parade of Products," and we wish to thank you very much for your wonderful help in advertising this product."

Yours very truly,

JOEY AUGUST DISTRIBUTORS
Distributors for Hamm's Beer

A Hamm's product that would be a hit in your market. 

Available as a discount or a free gift in conjunction with the "KL" network.

SPOKANE T-Washington

RICHARD E. JONES vice pres. & gen. mgr.

REPUBLIC-ROYAL-KNODEL Moore & Lund: seattle, portland
NEW COST-CUTTING IDEA!

Automation in TV...

...with station-tested GPL studio technique!

This is a typical pattern of what you can do with equipment planned for quality with economical operation. There are many variants. Add a GPL-Watson 3"-30" focal length lens to any make black and white or color camera—operate one camera only for most shows.

These are not dreams; smart station operators developed these techniques with GPL equipment. You can share in their savings.

GPL will be glad to analyze your present operations and give you engineering recommendations for a cost reduction program. For complete literature on remote control units and for engineering studies, at no obligation, write, wire or phone.

GENERAL PRECISION LABORATORY
Incorporated • Pleasantville, New York

April 18, 1955 • Page 69
WSAB IS BRIEFED
BY SEN. MAGNUSON

Addressing the Washington State association, the senator calls his committee's radio-tv study an 'inquiry' and not an investigation.

The Senate Interstate & Foreign Commerce Committee will undertake an 'inquiry' - not an investigation - into the broadcasting industry, its chairman emphasized last Monday in an appearance before broadcasters in his home state.

Sen. Warren G. Magnuson (D-Wash.) emphasized his constant concern for "the man with the set," when he addressed the annual meeting of the Washington State Association of Broadcasters.

Some 75 radio and television executives attended the luncheon, at which the senator was honored for completion of 25 years of public service.

The meeting also marked the occasion for the state broadcasters' farewell to their association executive secretary, Carl Downing, who is due to join Sen. Magnuson's staff this week.

In his informal remarks to the assembled broadcasters, the senator stated his view of the "problems" which would come before his committee during its inquiry.

The luncheon was filmed for later telecast on KING-TV Seattle and KTNT-TV Tacoma and the talk was tape-recorded by ElectriCraft, Seattle, as a service to the broadcasters.

Citing television as "the greatest medium of expression the world has ever known," Senator Magnuson referred briefly to the following "problems," although he offered no solutions nor even hints as to his attitude in most cases:

- Satellite stations.
- The movie industry, and pay-as-you-see television.
- Programming, with emphasis on the fact that radio-tv goes into the home.
- Manufacture of sets with all-channel tuning. ("If the manufacturers agree with each other, the man with the set has manufactured his own receiver.")
- Monopolistic "cooking controls," at the network level.
- Political campaigns. ("They will now cost twice as much, because of the expense of television, yet it is the greatest medium ever known.")
- The Federal Communications Commission. ("I could be critical here of the FCC, I have been in the past. FCC is a most important federal agency today, because the broadcasters touch everyone, go into every home.")
- Tolls. ("I don't know whether they're too high or too low, but I'm sure the telephone company will make a good case.")

The speaker remarked that he had asked former Sen. C. C. Dill (D-Wash.) to re-examine the Communications Act, after 20 years of operation. Sen. Dill was author of the original measure in 1934.

No WPA for UHF

Discussing the problem of very high versus ultra high channels, he commented: "I don't want a WPA for uhf."

In the business session following the luncheon, members of WSAB re-elected all incumbent officers and board members for the year ahead. They are: president, Elroy McCaw, KTVW (TV) Tacoma; vice president, James Murphy, KIT Yakima, and secretary, Allen Miller, KWSC Pullman. Board members re-elected: Gene Williams, KSPO Spokane; Leo Beckley, KBRC Mt. Vernon; Joe A. Chyttil, KELA Centralia, and Archie Taft Jr., KOL Seattle.

Here's How Two Surveys Measure WOW-TV, Omaha!

5 Of The Top 6 Local Shows Are On WOW-TV!

(Daytime Multi-weekly • Monday thru Friday)

<table>
<thead>
<tr>
<th>SHOW</th>
<th>STATION</th>
<th>HOOPER POS</th>
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<td>WOW-TV</td>
<td>FOURTH</td>
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</table>

Here's Another Way Same Surveys Measure US!

WOW-TV LEADS in Quarter Hour Ratings

(Noon til Midnite • Monday thru Friday)

Ask your Blair-TV man or write WOW-TV for spot availabilities in or adjacent to these TOP RATED programs and the HIGH RATED Noon to Midnite period!
EXCESS BAGGAGE

for the ASSOCIATION OF AMERICAN RAILROADS
Fellows Cites TV's Impact on Politics

TELEVISION has brought about “an almost cataclysmic change” in political campaigns, NARTB President Harold E. Fellows said Thursday in an address to the annual convocation of the College of Business Administration, Drexel Institute of Technology, Philadelphia.

Edward R. Murrow, CBS commentator, was presented with the college’s annual award.

The entire convention was devoted to the tv industry. Other participants included Donald Thornburgh, president of WCAU Philadelphia, who moderated a panel consisting of Dr. Irving Wolf, vice president, RCA Labs; Dr. Courtnay Pitt, vice president, Philco Corp.; Hodge C. Morgan, general sales manager, Bendix Corp.; tv broadcast receiver division, and Ernest Lee Jahnke Jr., ABC vice president.

Mr. Fellows said tv’s influence on public life will contribute to greater competence in public office and to a better understanding of government. He said it is not yet possible in tv’s brief existence to pinpoint the effect of individual types of programs on tv’s isolated segments of the audience but added that the total political, economic and social impact on our lives can be appraised.

Reviewing the political impact of tv, he said the first real event of national significance was the Kefauver crime hearings, followed by the political conventions, coronation of the Queen, inauguration of President Eisenhower and the Army-McCarthy hearings.

As to campaigning, Mr. Fellows said tv has brought “a new technique in soliciting the confidence of the voter—persuasion by logic, not by forensics alone.” He said radio has already done its part in the preceding two decades to convince candidates that “stump speaking, to all intents and purposes, was a lost art in modern day politics.

One of the most puzzling aspects of tv’s impact upon public life relates to the admissibility of cameras to the coverage of public legislative hearings, Mr. Fellows said, with broadcasters believing they have the right to cover under the Constitution, which adjures against abridgment of freedom of speech.

“If the benches in public hearing rooms, which will accommodate 200 of our citizens, are available to the general public,” Mr. Fellows declared “does not the property holder hold that the seating capacity should be expanded to millions through the magic of electronics?”

As to the social impact of tv, Mr. Fellows said: “The people themselves have been responsible for the rapid development of television in this nation—a growth so dramatic that today there are more tv sets in the Houston, Tex., market than there are in any other nation of the world, except Great Britain and Canada.”

Commercial telecasters are aware of the need for education, Mr. Fellows pointed out, but the challenge of teaching through tv is but one of those facing the medium. Television’s license to operate “in the public interest, convenience or necessity” assumes that tv should entertain as well, “for in this aspect,” he said, “it is unique as a mass medium in its capacity to lift up and maintain the morale of the people, especially in such critical times as those we have endured here and throughout the world for some years.”

Mr. Fellows said the advertiser’s dollar was the best evidence of tv’s economic impact. Pointing out that network television alone scored a thumping 40.7% gain in advertising revenue in 1954 over 1953, he said it may well be that television is on the eve of becoming the greatest single advertising instrumentation in the nation.”

“Our economy is so geared,” he continued, “that the need for more advertising is critical—for more advertising means more sales and more sales means more production and thus, more jobs.”

WHK’s Joseph Beres Gets RAB Sales Award

TROPHY for the month of February in the “1955 Salesman of the Month” contest sponsored by Radio Advertising Bureau, New York, has been awarded to Joseph A. Beres, account executive at WHK Cleveland. Second place was won by H. R. Hurd, sales manager, KWNW Denver, and third place by Florence Gardner, station manager of KTFT Twin Falls, Idaho.

Mr. Beres’ award-winning sale involved the purchase of 30 five-minute programs and 10 15-minute shows on WHK by the Greater Cleveland Dodge Dealers Assn., according to Kevin Sweeney, president of RAB.

Second-place prize went to Mr. Hurd for a $705 fee to the Co., a house-to-house selling organization, which consisted of a special event and public service package based on the RAB presentation, “How to Be a Hero in Your Own Home Town.” Mr. Watkins, head of the firm, bought a series of 29 broadcasts on KWNW, 10 of them remotes, to promote a public relations campaign telling the history of the company.

Miss Gardner sold all chain breaks to Sun-dries Centers, every day, in the soap serial block of shows on KTFT from 1:30-3:30 p.m. The company is using the breaks to tell where the drug and household products advertised on the network serial can be purchased.

WOWL President Biddle Picked as Ala. Group Head

RICHARD B. BIDDLE, president of WOWL Florence, Ala., was elected president of the Alabama Broadcasters Assn. April 9 at Montgomery [B+T, April 11]. Other officers elected were: Julian C. Smith, WGDB Dothan, Ala., first vice president, and William H. Miller, WGYV Greenville, secretary-treasurer.

Two new directors were elected—William Mapes, WOWL, and Hugh M. Smith, WCOV Montgomery. Nominated to the board to fill vacancies created by election of Julian C. Smith and Mr. Miller were Jess Jordan, WTDF Troy, and T. H. Gaillard Jr., WRBB Jackson.

Fall meeting of ABA will be held Oct. 8 at U. of Alabama.

Pa.-Del. AP Elects Woodland

CECIL WOODLAND, general manager, WQAN Scranton, was elected president of the Pennsylvania-Delaware Associated Press Broadcasters Assn. at the group’s first annual meeting, held last fortnight at WQAN. He succeeds Roy Morgan, WLK Wilkes-Barre. I. A. Berndt, news director of WRAK Williamsport, was elected vice president.

Iowans Plan Meeting

ANNUAL meeting of Iowa Broadcasters Assn. will be held June 12-14 at Crescent Beach Lodge, Lake Okaboji, according to Ernest C. Sanders, WOC-TV Davenport, IBA president. Other IBA officers are Walter Telsch, KOEL Oelwein, vice president; Bill Baldwin, KSO Des Moines, secretary-treasurer, and Edward Breen, KVPD Port Dodge, legislative chairman. Ben Sanders, of KRR Spencer, is handling arrangements for the meeting.
ULTRA-MODERN WSLI-TV GOES G-E ALL THE WAY!

This Jackson, Mississippi station decided that G-E transmitting and studio equipment is the sure way to get the most up-to-date, dependable gear...and at the same time follow the completely modern motif of its television “plant”. With 214,000 watts effective radiated power from its antenna 700 feet above average terrain, WSLI-TV is rapidly becoming the dominant station for Central Mississippi and Eastern Louisiana. This television station is the big sister of WSLI radio, which has been the top radio outlet in Jackson for over 15 years, and is Mississippi's only full-time 5,000 watt radio station operating today.

WSLI-TV operates from its combined studio-transmitter-office building on Robinson Road Extension. The ultra modern plant is completely air conditioned, containing 10,000 square feet of working area. Chief Engineer C. A. Perkins, who has served the licensee, Standard Life Broadcasting Company, in that capacity for 15 years, supervised the technical installation of the General Electric-equipped plant, which includes the following:

- 20 KW Transmitter
- Batwing Antenna
- Studio Camera Chains
- Film Camera Chain
- Synchro-Lite Projectors
- Plus the latest G-E studio switching, monitoring and test equipment.

G-E QUICK-SERVICE FIGURES IN THE “MIRACLE” AT WBZ-TV

Back on the air less than 9 hours after hurricane toppled tower...back to full power in less than 28 days

When hurricane Carol crashed the 666-foot tower of WBZ-TV, Boston, Mass., the station had to act quickly to restore television service. The storm had barely passed when Jack Painter, sales manager for G-E Broadcast Equipment in the New England district, and the G-E headquarters, Electronics Park, Syracuse, N. Y., were giving all-out assistance to this fine Westinghouse station.

With the cooperation of General Electric Product Service engineers and Westinghouse engineers, the station's staff completed repairs on the transmission line to the 216-foot auxiliary tower. 8 hours and 57 minutes after Carol’s mighty blow, WBZ-TV returned to the air and promptly presented programs of the hurricane's damage throughout New England, and returned to its normal schedule of programs.

2 days later a new 46-foot antenna was ordered from General Electric, who worked around-the-clock shifts. In 15 days G-E built, tested, and delivered an antenna which ordinarily would take 45 normal working days to complete. After checking across the nation for a new transmitter, the station purchased a G-E 35 KW, which was promptly shipped from the G-E plant, Syracuse, N. Y. Less than 28 days after hurricane Carol struck, WBZ-TV was transmitting with full power using its new General Electric transmitter and antenna.

This station found that G-E factory and field service can perform equipment miracles to get back on the air promptly when an emergency strikes.
STORER WANTS MIAMI ALL-U, BUT WILL APPLY FOR V THERE

Broadcaster, now operating uhf WGBS-TV (NBC), asks FCC to shift uhf competitor WTVJ (TV) to ch. 39 and freeze initial decisions for chs. 7 and 10 pending outcome of petition. Uhf colleague WITV (TV) Ft. Lauderdale (ABC) joins in request. Both say they'll have to quit if market isn't de-intermixed and they lose network affiliations.

STORER BROADCASTING Co. asked the FCC last week to de-intermix Miami, Fla., by deleting all uhf channels except the reserved, educational ch. 2.

At the same time, Storer announced that it was preparing an application for ch. 10 Miami to be submitted "in a few days."

The Storer petition seeking to make Miami-Fort Lauderdale an all-uhf commercial market was one of six de-intermixture petitions filed with the FCC last week.


Storer urged that the FCC delete chs. 4, 7 and 10 from the Miami allocation. This would leave ch. 2 reserved for educational use, and chs. 23, 33 and 39.

It asked that the FCC order pre-freeze ch. 4 WTVJ (TV) Miami to move to ch. 39, and that the present pending initial decisions for chs. 7 and 10 be "frozen" pending the outcome of its petition.

Biscayne Television Corp., a combination of the Cox and Knight newspaper-radio interests and Niles Trammell, former NBC president, holds an initial decision for Miami's ch. 7.

WKAT Miami Beach holds an examiner's recommendation for Miami's ch. 10.

Should chs. 7 and 10 receive final approval and begin operations, Storer said, both the Storer-owned ch. 23 WGBS-TV Miami and ch. 17 WTVJ (TV) Fort Lauderdale would have to suspend.

WITV joined Storer in the petition.

Reasoning for this dire outlook, Storer said, was this:

WTVJ is the CBS station in Miami. WGBS-TV now holds the NBC affiliation, and WITV the ABC affiliation. Both Storer and Gerico Investment Co., owner of WITV, have been informed, Storer said, that when chs. 7 and 10 begin operating, the uhf stations will lose their affiliations. NBC has been promised to ch. 7 and ABC to ch. 10, the petition said.

"Under the circumstances," the petition read, "both Storer and Gerico are compelled to state that they will be forced to discontinue [their] operations immediately upon termination of their NBC and ABC network affiliations...."

Both uhf outlets have network affiliation contracts with 90-day cancellation clauses, it was pointed out.

In a sweeping analysis of the uhf problem, Storer flatly said that there is no future in uhf unless area de-intermixing is accomplished soon by the FCC.

The brief said that if the rate of uhf's decline continues at present and the FCC continues to grant vhs in uhf areas, uhf will be practically 100% extinct in another 12 months.

The Miami-Fort Lauderdale area is an "ideal" location for de-intermixture to uhf only, the petition said. The terrain for flat, uhf coverage at full power is almost the equivalent of vhs's coverage, there is no interference problem from Cuban tv stations as there is on vhf channels, and there are no competitive uhf signals from outside stations.

The incentive to convert to uhf has been seriously impeded by announcement of the chs. 7 and 10 initial decision, Storer said. After two years of service in Miami-Fort Lauderdale, the brief said, the area is 51.5% converted. WGBS-TV's predecessor, WFTL-TV Fort Lauderdale, began operating on ch. 23 in April 1953; WITV in November 1953.

Last the present rate, it will take another 15 months to attain 100% conversion, the brief said. De-intermixture would hasten 100% conversion by three months, it continued.

Known to uhf's problem, Storer said, is the sortsters' attitude that uhf is an inferior service. It will take five years or longer to overcome this disability, it declared.

Announcement that Storer was preparing a ch. 10 application was made in an opposition filed with the U. S. Court of Appeals in Washington against an FCC request that the court delay issuing its mandate in the multiple ownership case.

Last February, the appellate court ruled that the Commission could not fix a definite cutoff on ownership of tv stations [B&T, Feb. 28]. In that decision, the court declared that it was sure the FCC would give Storer a hearing on its 1953 application for Miami ch. 10. Storer's application was refused on the ground that it held the then limit of five tv stations.

The FCC is preparing to ask the Supreme Court to review the multiple ownership decision, and it had been granted a 30-day postponement of the mandate from the court pending this appeal. This delay ran out last week and the Commission asked for another extension. It was to this that Storer objected.

Storer held that if the Commission delayed further, it might in the interim finalize the ch. 10 initial decision, thus leaving no vacancy for which Storer could apply.

Two Miami Buys

Storer bought ch. 23 WFTL-TV Fort Lauderdale last December. It also bought the permit for WMIE-TV Miami. These are now WGBS-TV. Storer also owns ch. 27 KPTV (TV) Portland, Ore., in addition to five vhf stations in Detroit, Toledo, Atlanta, Birmingham and Cleveland.

Storer's recommendation to de-intermixture was in line with George B. Storer's letter to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, last month [B&T, March 28].

Other de-intermixture petitions last week were:

WAIM-TV Anderson, S. C., ch. 40, affiliated with CBS, asked that Spartanburg ch. 7 be deleted and moved to Columbia, S. C., and Knoxville, Tenn., in place of Columbia's chs. 25 and 67 and Knoxville's ch. 26. It proposed that ch. 7 WSPA-TV Spartanburg be shifted to ch. 17 there, that WTSK-TV Knoxville be moved from ch. 26 to ch. 7 and that ch. 25 WCSS-TV and ch. 67 WNOK-TV Columbia be assigned sharetime to ch. 7 there.

WSPA-TV's move of its transmitter from

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A.S.E. can switch channels
in the blink of an eye...

to keep your picture clear...

To help keep network TV pictures clear as they go from city to city, the Bell System is installing Automatic Switching Equipment (A.S.E.) on all major multi-channel radio relay routes.

Here's how it works:

Even the most carefully engineered microwave radio systems are affected by some fading caused by atmospheric changes. The only way to avoid this interference in television pictures carried from city to city by radio relay is to switch the signals to another path.

Manual switching is not fast enough to beat sudden fades. To make the change-over automatic, the Bell System designed A.S.E. which switches radio relay channels in a split second.

Now—when fading threatens—it is recognized by an electronic device that sends a warning signal back to the control station. The picture is then switched automatically to a protection channel. The entire operation could take place several times a second without disturbing your program in any way.

Advances of this sort in equipment and technique assure that the television public will have the benefit of the best possible service now and in the future.

BELL TELEPHONE SYSTEM
Providing transmission channels for intercity television today and tomorrow
Hogback Mt. to Paris Mt., near Greenville, S. C., has been the subject of litigation for a year (A recent appellate court decision sent the case back to the FCC to give protests WAIM-TV and ch. 23 WGVL (TV) Greenville a hearing on their protests. This is scheduled to begin April 25.

KCCC-TV, Sacramento, ch. 40, affiliated with NBC and ABC, asked that the educational reservation be changed from ch. 6 to ch. 40 and that it be permitted to move to ch. 6, making Sacramento an all commercial vhf city. As an alternative, KCCC-TV recommended that ch. 3 be moved from Sacramento in order to make the city an all commercial uhf city. This would involve channel switches with Modesto and Red Bluff, Calif.

KCCC-TV said it had spent $500,000, putting the station on the air and that it was about $400,000 in the red since beginning in September 1953. It said that when ch. 10 KBET-TV went on the air, it lost about $4,000 a week in national spot accounts. It also lost the CBS affiliation to KBET-TV, the uhf station said. The NBC affiliation will be lost to the ch. 3 grantee, KCCC-TV said.

In a March 3 FCC issued a final decision favoring KCRA Sacramento and denying KXOA there.

ABC's Contract Offer

In discussing its affiliation problems, KCCC-TV said ABC offered a non-exclusive affiliation, but asked for $12 free hours per month, plus payment of about $1,200 a month for microwave charges.

WJHP-TV Jacksonville, Fla., ch. 36, an NBC affiliate, asked that the educational reservation for Jacksonville's ch. 7 be shifted to ch. 36 and that it be permitted to move to the vhf channel. This would make Jacksonville an all commercial vhf, it pointed out.

WJHP-TV said it had spent $550,000 in building its station and that since December 1953 it had secured a 66% conversion but suffered a cumulative loss of $300,000. It said it had been told it would lose its NBC affiliation when the ch. 12 case was finally decided. There is an initial decision outstanding for ch. 12 in favor of WPDO Jacksonville. CBS-affiliated WMER-TV Jacksonville operates on ch. 4, and Southern Radio and Equipment Co. holds a cp for ch. 30. There is an application pending by an educational group for ch. 7.

WAFB-TV Baton Rouge, ch. 26, CBS, ABC and DuMont affiliated, supported the petition filed last month by ch. 61 WIMR-TV New Orleans. This contemplated moving Baton Rouge's ch. 2 to New Orleans and New Orleans' ch. 61 to Baton Rouge. This would make New Orleans an all commercial vhf market and Baton Rouge an all commercial uhf market.

WICH Norwich, Conn., injected itself into the Hartford de-intermixiture picture by asking the FCC to move Hartford's ch. 3 to Norwich. The FCC two weeks ago issued a rule-making proceeding on prior requests to delete Hartford's ch. 3 (B&T, April 4).

Columbia Amusement Favored For Ch. 6 at Paducah, Ky.

GRANT of ch. 6 Paducah, Ky., to Columbia Amusement Co. and denial of Paducah Newspaper Co.'s application for Paducah-WKHBA-WKYB-AM-FM was proposed in an initial decision last week by FCC Hearing Examiner William G. Butts.

Mr. Butts said he favored the Columbia applicant in order to promote diversification of the media of communications. He also said that Columbia was to be preferred because it proposed a better non-network, educational program schedule.

Columbia is owned by John W. Keller II and family. The company owns seven motion picture theatres in and around Paducah.

Paducah Newspapers also holds a 25% interest in WFXR West Franklin, Ill.

Protests Over WDNH Grant Prompt Hearing for April 27

FCC has ordered a hearing April 27 on the protests of WWBH Rochester, N. H., and WVDA Boston against the January grant 1270 kc, 5 kw, directional antenna, to WDNH Dover, N. H. Issues involve interference to WVDA and concentration of control.

WNVH is owned by Granite State Broadcasting Co., whose principals also own and has interest in WKBR-AM-FM Manchester, WTSV-AM-FM Claremont, WTSI Hanover, all N. H., and WMTW (TV) Poland Spring, Me. (Mt. Washington). Claim is also made that H. Scott Killgore, owner of WKXL Concord, N. H., and of WARE Mass., is connected with Granite State through an option agreement to purchase 25% of WDNH. Granite State also operates a regional network in New Hampshire.

WWBH alleged that in January 1954 it received 53% of its total local revenue from Dover advertisers. In December 1954, WWBH said, 46% of its total local revenue was from Dover advertisers. Dover is 10 miles from Rochester, it was pointed out.

Richmond Newspapers Inc. Objects to Ch. 12 Decision

OVERALL objections to the hearing examiner's findings and conclusions favoring the grant of ch. 12 Richmond Va., to Richmond Television Corp. [B&T, Feb. 28] and a request for oral argument, was made last week by Richmond Newspapers Inc., publishers of Richmond Times-Dispatch and News Leader (WRNL-AM-FM), which was proposed to be denied.

The Richmond publishing company claimed that the examiner misinterpreted evidence during the hearing and based his conclusions on "erroneous" findings.

At the same time, the FCC's Broadcast Bureau, while agreeing with the examiner's initial decision in favor of Richmond Television, complained that he did not resolve the issue of concentration of communications media.

Richmond Newspapers, the Broadcast Bureau said, not only owned two newspapers and the radio stations in Richmond, but also the Petersburg Progress Item, the Norfolk Virginian-Pilot and Ledger-Discus (WVAR-AM-FM-TV) and the Richmond Star, all in Virginia, and controlled the Tampa (Fla.) Tribune (WFLL-AM-FM-TV).

The Broadcast Bureau also took issue with the examiner's implications that theatre holdings can be equated with newspapers as a mass communications medium. It also held that motion picture exhibition experience cannot be found significant for tv operation.

Richmond TV is 60% owned by Larus & Brothers Co. (WVRX Richmond) and 40% owned by Morton G. Thalhimber and associates, who own motion picture theatres in Virginia.

WJRT (TV) Transmitter Site Approved by FCC Last Week

PERMISSION for WJRT (TV) Flint, Mich., to locate its transmitter 20 miles northeast of that city was given last week by the FCC.

At the same time, the FCC denied a joint petition by WPFD Flint and W. S. Butterfield Theatres Inc., also Flint, objecting to the granting of WJRT of an extension of time to construct its station. WDFD and Butterfield are unsuccessful applicants for the ch. 12 facility in Flint. They have appealed the FCC grant to WJRT to U. S. Court of Appeals. WJRT, owned by WJR Detroit, original applicants, it desired its transmitter south of Flint toward Detroit. The new site eliminates the complaint that WJRT intended to operate as a Detroit-Flint station.

WTVG (TV) Gets Extension, Earns Frown for Uhf Doubts

WTVG (TV) Mansfield, Ohio, was granted an additional six months to build its ch. 36 station, but two Commissioners didn't like its attitude regarding uhf.

In granting the Mansfield station's extension of time, the FCC found wanting charges made by the Mansfield Journal that Fergum Theatres Inc., the grantee of WTVG, had not made any effort to begin construction. Mansfield Journal had been an applicant for the same facility but withdrew its application prior to the hearing.

FCC Chairman George C. McConnaughey and Comr. John C. Doerfer dissented because WTVG responded to a Commission inquiry regarding these charges that newspapers as a mass communications medium were "erroneous" findings and that the FCC's decision was "done without review of the record and without notice to interested parties."

The dissenting Commissioners wrote that the petitioners' application for ch. 36 Mansfield was denied because they failed to "secure the extension and intended to build, it was dubious about the future of uhf television."

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Broadcasting • Telecasting
FREE STUMP TIME URGED BY BUTLER

Democratic chairman tells Senate subcommittee that candidates should have free time.

DEMOCRATIC National Committee Chairman Paul M. Butler told a Senate Elections subcommittee last week he thought the FCC should require radio-TV networks and stations to give political candidates free air time or that the government should buy the time and give it to the candidates.

Mr. Butler's views met opposition from freshman Sen. Carl T. Curtis (R-Nebr.), a member of the subcommittee. Sen. Curtis countered by asking Mr. Butler whether he thought the owner of a meeting hall should donate its use to a political speaker, or whether a printer should give the candidate free services during election campaigns.

Meanwhile, the subcommittee headed by Sen. Thomas C. Hennings (D-Mo.) has indicated radio-TV industry representatives and FCC Comr. Frieda Hennock will testify at sessions this week (Tuesday and Wednesday) and next week (April 26-27).

NARTB President Harold Fellows will appear tomorrow (Tuesday). NBC Financial Vice President Joseph V. Heffernan and FCC Comr. Hennock will testify at next week's sessions. Comr. Hennock has advocated that the FCC require free time for political candidates [HB 87, April 12, and story page 80]. The subcommittee is holding hearings on a bill (S 636) which would increase the legal ceiling candidates may spend during election years.

Because of the expense of tv, Mr. Butler told the subcommittee, spending limits of political committees during a presidential election year should be increased from the present $3 million to "at least" $6 million. He agreed with Sen. Hennings that tv is "revolutionizing campaigning."

Mr. Butler said he would favor free time for presidential elections for all parties qualifying on a "reasonable basis," adding he would prohibit extra spending on tv or limit the amount spent in addition to free air time.

Sen. Curtis questioned the right to require the tv industry to give free time: "I seriously doubt the authority of the federal government, merely because it can grant or withhold a license, to require them (stations and networks) to give some of their property away without compensation."

Mr. Butler thought radio-TV time should be free, although he admitted the government doesn't regulate newspapers. He said he didn't think a party, because of greater wealth or access to it, should "control the instruments of public information."

Mr. Butler thought radio-TV time should be free, although he admitted the government doesn't regulate newspapers. He said he didn't think a party, because of greater wealth or access to it, should "control the instruments of public information."

Sen. Curtis said that, although networks now provide "public service time," he didn't think they are compelled to do it.

Republican National Committee Chairman Leonard W. Hall also testified, citing tv expenses among others as reason for increasing the ceiling on campaign expenditures.

Mr. Butler cited figures for radio and tv purchases that show that during the 1944 election year Democrats spent $730,000, while Republicans spent $841,600; in 1946, Democrats $493,456 (GOP figures for 1948 were not available); in 1952, Democrats $2,573,517, Republicans $3,447,735. The 1952 figures, he said, were based on reports by 3,000 broadcasters to a questionnaire distributed by Sen. Hennings, and include expenditures by committees other than the two national party committees.

KPLN Told to Cease

THE FCC last week ordered daytimer KPLN Camden, Ark., to cease operations April 30, rescinded its 1953 grant authorizing the transfer of the station from Lee Howard to present owner D. R. James Jr., and set the transfer for hearing May 16.

Commission's action came following a U. S. Court of Appeals decision last year which held that the Commission erred in dismissing a protest against the transfer by KAMD Camden, Ark. The Commission had held that KAMD was not a party in interest.

Last month, the appellate court reaffirmed its ruling after the Commission petitioned for a rehearing.

Sales of Four Ams Approved by Commission

SALES OF WENT Gloversville, N. Y.; KAND Corisca, Tex.; WHBB Selma, Ala., and WBRO Waynesboro, Ga., were among those receiving FCC approval late last week.

WENT was sold by Sacandaga Broadcasting Corp. to WENT Broadcasting Corp. for $85,000. The new owners are Arthur C. Lloyd Jr. (17%), general manager; Eileen J. Tobin (17%), and Joseph H. Tobin (96.6%).

Control of KAND was transferred to R. E. Lee Glasgow through purchase of 97.4% interest for $40,000 from J. C. West. Mr. Glasgow is general manager of WACO Waco.

Control of WHBB was relinquished by H. H.

Is there a GAP in your TV COVERAGE?

There is a gap—Mr. Advertiser and Mr. Time Buyer—if you aren't using KHOL-TV to reach the 403,300 prosperous people in Central Nebraska.

This 38-county market served exclusively by KHOL-TV has an effective buying power of $505,153-000. High per capita income is based on power, irrigated farming, cattle, and light industry.

In little more than a year, KHOL-TV's strong schedule of CBS-TV, ABC-TV, NBC-TV, DuMont, and popular local shows has captured an entirely new tv market of 128,000 homes.

KHOL-TV's signal, now over 200,000 watts, easily reaches all of this major trading area in Central Nebraska and North Central Kansas.

To take advantage of this important link in Midwestern telecasting contact A. B. McPhail at KHOL-TV, or call your Meeker representative today.
Senate Okays $85,000
Added Funds for FCC

THE SENATE last Thursday passed a House-approved supplemental appropriations bill for fiscal 1955 (HR 4903) giving the FCC an additional $85,000 to maintain its current staff of about 1,050 employees through the current fiscal year. The measure was amended by the Senate and goes to Senate-House conference, but the FCC funds are not affected.

Meanwhile, the Senate Appropriations Committee last week planned hearings to begin May 2 on the Independent Offices Appropriations Bill (HR 5240) for fiscal 1956. This bill, passed by the House [BT, April 4], provides a fiscal 1956 FCC budget of $6,870,000, an increase of $170,000 over the $6.7 million recommended in the President's budget.

Of the $170,000 increase, $80,000 would be used for an FCC investigation of the broadcasting industry, particularly networks (see story page 80), and the balance of $90,000 would be used to maintain the FCC's current staff level.

The $85,000 supplemental funds for fiscal 1955 were approved by the House and Senate after FCC testimony that the present staff strength is needed to continue work on the FCC's applications backlog, particularly in tv [BT, April 4, March 28].

KTVX (TV) Denies Charges by Stations

CONTESTING claims by two Tulsa tv stations that it was misleading the public and advertisers by claiming to be a Tulsa station, ch. 8 KTVX (TV) Muskogee, Okla., last week filed an opposition to charges by KOTV (TV) and KVNU-TV Tulsa [BT, April 4].

The two Tulsa stations asked that the FCC issue a cease and desist order. They claimed KTVX promoted itself as a Tulsa station through advertising, program logs, station announcements, etc.

In a detailed reply to the allegations, KTVX held that there was nothing wrong in promoting itself as an eastern Oklahoma market station—more commonly known as the Tulsa market. It said that if the activities complained of were considered unfair trade practices, the objections should appeal to the Federal Trade Commission and not to the FCC. It said it not only promoted itself in Tulsa, but also in more than 35 other eastern Oklahoma cities.

KTVX, owned by the same interests (Griffin) as KTUL Tulsa, KPPW-AM-FM Fort Smith, Ark., KOMA and 50% of KWTW (TV) Oklahoma City and KATV (TV) Pine Bluff, Ark., said there was a logical relationship between its merchandising offers and the Griffin grocery chain. An incorrect contour map had been corrected, the ch. 8 Muskogee station said. A trade promotion brochure was made up by its representatives, KTVX said, and gave some erroneous impressions.

Incorrect station identifications have now been corrected, they were based on a faulty interpretation of FCC regulations, KTVX said.

KTVX said it had spent $150,000 to build studios in Muskogee and another $150,000 to equip those studios. It never announced it was going to build in Tulsa, KTVX said.

Three TV Arguments
Scheduled for May 2

ORAL arguments on three initial decisions involving tv grants were scheduled for May 2 by the FCC last week. Involved were Miami ch. 7, Peoria ch. 8 and Norfolk ch. 10.

Biscayne Television Corp., a combination of the Cox and Knight newspaper-radio interests and Niles Trammell, former NBC president, was favored by the examiner in the Peoria ch. 8 hearing [BT, Jan. 3]. Competing applicants are East Coast Television Corp., South Florida Television Corp. and Sunbeam Television Corp.

WKBW, Peoria was favored by the examiner in the Peoria ch. 8 hearing [BT, Nov. 22, 1954]. An unsuccessful competitor is WMBD Television.

Beachview Broadcasting Corp. was favored by the examiner in the Norfolk ch. 10 hearing [BT, Jan. 3]. Opposition applicant is WAYV Portsmouth, Va.
NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul Minnesota
FCC's HOUSE COMMITTEE TO AMEND ACT, SANCTION HIRING OF 'EXPERTS'

Commission Chairman McConnaughey asks that FCC members be allowed to consult with top staff personnel in cases designated for hearing. Comr. Henkock wants free time for political candidates.

THE HOUSE Interstate & Foreign Commerce Committee was asked by the FCC last week to take action on proposals to amend four sections of the Communications Act and to sanction specifically the employment of "outside" experts for the Commission's hope-for-$80,000 study of network operations.

The group also was asked by the FCC's self-styled "dissenting commissioner," Frieda B. Henkock, to block the FCC's new daytime skywave rules, which would allow for tv towers of 1,000 feet or less, do something about "monopoly" by tv networks (including pre-emption by the committee of the planned FCC study), make the FCC's tv industry rules give free time to political candidates and mandate an FCC study of crime and commercial content of tv programming with denial of license renewals to offenders.

FCC Chairman George C. McConnaughey, in a prepared statement and in answer to questions, made these points:

- Sec. 309 (e) of the Communications Act should be amended to permit the FCC, at its own discretion, to (1) allow a tv station which has received a non-hearing grant to go on the air pending the outcome of any protests filed against the grant and (2) to decide on the issues which will be brought to hearing in protest cases. Such a bill has been introduced in the Senate [S. 80, April 14].

- Sec. 409 (e) should be amended to allow FCC members to consult with top staff personnel in cases designated for hearing. (Mr. McConnaughey presented a suggested amendment, which, however, has not yet been approved by the FCC membership.) The FCC chairman has reiterated that "we are completely isolated" from "the people hired to give us assistance."

- Sec. 5 (e) (which limits the functions of the FCC's review staff) also should be amended to utilize the additional manpower. Mr. McConnaughey said the FCC will present a recommended amendment.

- A third "strong" tv network. Mr. McConnaughey, answering a question from Chairman J. Percy Priest (D-Tenn.), said ABC has been on the "upturn" for the past 12 months and should reach a competitive position with NBC and CBS.

- Hiring of "outside" help. The FCC chairman asked the committee to introduce a resolution specifically authorizing the FCC to hire non-civil service experts to conduct the proposed FCC study (funds for which have been approved by the House and are now before the Senate) (story page 78). The top salary of $9,000 authorized under civil service isn't enough to attract the kind of help needed, Mr. McConnaughey said.

- Scope of the proposed study. Mr. McConnaughey thought the probe should encompass not only the networks, but the entire industry, including advertising and talent agencies, sponsors, film producers and distributors and others.

- Subscription tv. He said the FCC has issued rulemaking, calling for comments by May 9 and will hold a hearing and oral arguments afterward.

- Free or low-priced radio-tv political time. Mr. McConnaughey flatly opposed either as being contrary to the free enterprise system.

- Tall tv towers. He said the FCC should have the final responsibility for determining heights, as at present.

- Applications backlog. He said the tv backlog is being whittled down, but urged congressional approval of a bill authorizing the FCC to impose fines in violations of FCC rules by non-broadcast stations. Comr. Rosel rose and told the committee there is increasing danger of a big backlog among these applicants if they use the FCC's present protest rule against each other in competition for frequencies.

- The FCC's daytime skywave rules. Mr. McConnaughey admitted, under questioning from Rep. William L. Springer (R-Ill.), that he didn't know what the effect of the skywave rules would be. The rules were tentatively adopted last January [B&T, Feb. 1], but the FCC has not decided how to apply them (story page 84).

Mr. McConnaughey said if the $80,000 is approved for the study, the FCC will start to hire outside experts with FCC staff members in the probe. Involved would be a study of the network rules, some travel and rulemaking, he said, with the study going into all facets of network operation. He predicted ABC would grow into a third "strong" tv network and said there might be a fourth.

Comr. Hyde said 70 protests of tv grants have been filed with the FCC, with about 20 cases set for hearing this year. "I don't think any have been denied, dismissed or have been withdrawn."

Staff. Commission Divorced

Mr. McConnaughey said Congress had grown too far in "illegitimizing" the FCC by allowing the general counsel, chief engineer and chief accountant in adjudication cases. Rep. Oren Harris (D-Ark.), who is chairman of the committee's Transportation & Communications Subcommittee, said that when the McCarran amendment was passed in 1952 there had been allegations that the FCC staff was "running the Commission."

Mr. McConnaughey replied that Congress should "kick out" the commissioners, not "pass a bad law."

The FCC chairman said the tv backlog is being worked off.

Comr. E. M. Webster said there had been no complaints about tall towers until recently when the military "arbitrarily" began objecting to tv towers of more than 1,000 feet.

FCC Broadcast Bureau Chief Curtis Plummer said three tall tower cases are in controversy (at Enid, Okla., Roswell, N. M., and Selma, Ala.) with a fourth (Louisville, Ky.) still being considered by a regional airspace subcommittee.

Rep. Harris said the country is faced with a tall tower dilemma caused by the expansion of both tv and aviation.

Rep. Morgan Moulder (D-Mo.) said he was in favor of subscription tv, without which, he said, "many tv stations can't survive." He said only a few stations can continue to buy tv time under the present system.

Rep. Moulder also said he favored cheaper radio-tv time costs for political candidates, with a higher rate for commercial time. He com-
The budget is set, the client has okayed the general plan, now the pressure is on to draw up space schedules; compare stations, the hour is late, but the agency men work on, work with Standard Rate and if you have a Service-Ad near your listing...

you are there

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman,
N. Y. C.—Murray Hill 9-6670 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: Six years of continuous research among buyers and users of space and time has revealed that one of the most welcome uses of Service-Ads comes at those times account executives or media men are working nights or weekends, planning new campaigns or adjusting current ones.
Court Rules KOA Has Right To Hearing on 860 Kc Switch

HEARING on 50 kw, KOA Denver objections to the move of KOAT Albuquerque, N. M., from 1240 kc to 860 kc must be held, the U. S. Court of Appeals in Washington ruled last week.

Clear channel, 850 kc KOA claimed that KOAT's move to an adjacent frequency obliterated its signals from parts of New Mexico. The Commission held that this area was not within the normally protected contours of the Denver station and that therefore KOA was not a party in interest.

The court held that KOA had shown it was likely to be financially injured and thus had standing as a protestant.

"As a commercial radio station it depends for its existence upon advertising revenue," the court said. "Its attractiveness to advertisers depends on the size of its audience. Its basic selling theme is that it is a 'single station network' covering the 'Western Market' which includes the areas of interference . . . .

Though the improved position of KOAT will not, in itself, greatly injure KOA, KOA's loss of listeners will impair its competitive position as to all its competitors in the area, including the Denver Post, and economic injury will result."

FCC Hearing Starts May 9 On WROW-AM-TV Purchase

HEARING on the acquisition of WROW-AM-TV Albany, N. Y., by Lowell Thomas and associates will begin May 9, it was reported following a round of conferences with Chief Hearing Examiner James D. Cunningham.

The taking of testimony and cross examination of witnesses within this week followed two significant rulings by Mr. Cunningham.

He denied a request to bring into the hearing CBS affiliation activities in other cities and he granted a request for CBS to produce all papers, memoranda, messages and books relating to the change in affiliation in Albany. The requests were made by Paul A. Porter, representing WTRI (TV) Albany.

The hearing is the culmination of a protest last year by ch. 35 WTRI against FCC approval of the $298,800 sale of the WROW stations to Mr. Thomas. WTRI charged that the sale violated Commission rules regarding ownership of a broadcast station by a network employee.

Mr. Thomas is the noted CBS commentator. WTRI also charged that there was an understanding between CBS and Mr. Thomas regarding affiliation which violated the antitrust laws. WTRI had been the CBS affiliate, but on Feb. 1 the affiliation was changed to ch. 41 WROW-TV. WTRI ceased operating Jan. 31.

WNYC Appeals Denial Of 5 kw Operation by FCC

PLEA that the FCC arbitrarily denied its request for permission to use a 5 kw transmitter at full power for Conelrad and at 1 kw for its regular broadcasts [BET, Feb. 14, Nov. 8, 1954] was made in the U. S. Court of Appeals in Washington last week by WNYC New York.

The city-owned station held that the Commission had no valid reason for refusing its request by doing so. WNYC claimed, the Commission was discriminating against New York City taxpayers. In addition, WNYC claimed that its request for a waiver of the FCC regulation which forbids a 1 kw station from using a transmitter more than 1 kw in power had been denied without a hearing.

The FCC contended that there was no bar to WNYC buying two transmitters if it wanted to, but that it saw no reason why the daytime station (830 kc) should be exempt from the regulation which prevails for all stations. It also held that WNYC's plea that it was required to operate at 5 kw during Conelrad operation was in error, that it could just as well operate at 1 kw.

The case was argued before Circuit Judges Henry W. Edgerton, Wilbur K. Miller and David L. Bazelon. Representing the FCC was J. Smith Henley, assistant general counsel. Representing WNYC were Charles S. Rhyne and Eugene F. Mullin Jr.

FCC Cuts Length of Briefs In Move to Reduce Workload

IN AN EFFORT to reduce its paper and workloads the FCC has adopted amendments specifying the length of briefs which may be filed with the Commission and the amount of time which oral arguments before the Commission en banc may consume.

Pleadings submitted in hearing cases before the full Commission may not exceed 15 double-spaced typewritten pages in length. Briefs excepting to or supporting initial decisions or replying to exceptions are limited to 50 double-spaced typewritten pages.

Both limitations may be waived at the discretion of the Commission.

The amount of time permitted for an oral argument, according to the new ruling, before the Commission will be designated on the merits of each case. An appeal for extension of time may be granted if sufficient cause is shown.

Grants for Two New Outlets Among FCC Authorizations

TWO new standard stations at The Dalles, Ore., and Amarillo, Tex. were granted by the FCC late last week.

New 1 kw fulltime station at the Dalles to operate on 930 kc, directional rights being granted to The Dalles Broadcasting Co., composed of equal partners C. H. Fisher and his wife Edna E. Fisher.

Mr. Fisher is owner of KHHR Hood River, and one-third owner of KVAL-TV Eugene, both Oregon. Grant is subject to condition that Mr. Fisher dispose of all interest and sever all connections with KHHR before program tests are authorized.

At Amarillo, a new 500 kw daytime station on 1360 kc was granted to Raymond D. Holingsworth, treasurer and general manager of the American Quarter Horse Association. Meanwhile, FCC authorized WAEW Crossville, Tenn., to change from 250 w unlimited operation on 1340 kc to 1 kw daytime operation on 1330 kc.

WPGC Morningside, Md., was granted an increase in power on 1580 kc from 1 kw, 250 w Canadian Restricted to 10 kw directional daytime. Grant is subject to any interference that may be caused by proposed operations by San F. Musser of a new station at Elizabeth Town, Pa., on 1580 kc with 1 kw daytime.

In separate actions the FCC also dismissed with prejudice the application of George V. Spohrer for a new 250 w station on 540 kc at Syosset, N. Y., and bid of Salina Broadcasting Co. for new 500 w-daytime station on 1310 kc at Salina, Kan.

The FCC refused to accept Mr. Spohrer's

---

**FCC Rules KOA Denver Objected To Switch From 860 Kc To 1240 Kc.**

Sales Management predicted Lubbock as one of the nation's hot markets. And three building records were shattered as Lubbock rolled up the biggest volume of construction EVER for the year's first quarter.

More single-family houses, costing more money than ever before are being built! It was the biggest March ever with $7,709,626 spent on housing. This building rate will mean 30 million construction dollars to Lubbock this year! Here is a ready made buying market for household supplies!
NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

They're going to have a baby...

This couple have recently learned that their baby is on the way. Already, with the help of their doctor, they are planning for the welfare of the mother-to-be . . . and the arrival of a healthy child.

Thanks to the safeguards with which medical science has surrounded pregnancy and childbirth, the chances are better than ever that prospective parents can now realize their great expectations. In fact, infant mortality today has been cut to 28 per 1,000 live births. Only 30 years ago, it was 71.7 per 1,000.

The record for mothers is even better. As recently as 1941, there were 29 maternal deaths among every 10,000 live births. Today, the rate has plummeted to less than seven deaths. These great gains have been made even though the number of births in recent years has exceeded three and a half million annually . . . an increase of almost 50 percent since 1941.

An important factor in achieving this proud record has been the growing awareness among expectant parents of the importance of medical care started early and continued throughout pregnancy.

So, if a baby is expected in your family, here are some of the things the expectant mother can do:

1. Take a calm, realistic and happy attitude about pregnancy. Should anything upset you, take your questions to your doctor. He wants to help you face pregnancy as a normal, joyous state.

2. Follow your doctor's advice about periodic medical examinations, special diagnostic tests and particularly about rest, exercise, diet and weight control.

3. Plan, if possible, to have your baby in a hospital where you will have the most modern medical and nursing care. It is wise to make hospital reservations promptly . . . for today, 9 out of every 10 mothers go to hospitals to have their babies.

The husband, too, can help his wife over the months before the baby comes. The arrival of a new child is a most important event . . . as important to the husband as to the wife: When home duties are shared, many problems fade away.

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 Madison Avenue, New York 10, N. Y.
petition for late appearance in hearing on his bid and removed from hearing docket and returned to the processing line the competitive bid of Great South Broadcasting Co. for the name facilities in Chip, N. Y.

The Salinas Broadcasting Co. application was dismissed for lack of prosecution.

Providence Ch. 12 Appeal Charges FCC Discrimination

WNET (TV) Providence, R. I., ch. 16, charged that the FCC discriminated against it in the protest hearing against the grant of Providence's ch. 12 to Cherry Web (now WPRO-TV). The uhf station said the Commission ordered the examiner to submit findings of fact only, and not to recommend any decision.

This allegation was the main subject of the WNET appeal against the FCC, argued last week in the U. S. Court of Appeals.

WNET protested the 1953 FCC grant of ch. 12 to what is now WPRO-TV, following a mer- it challenge in 1949 by a then three competing applicants. WNET claimed that one of the agreements—which permitted two stockholders of one of the applicants to accept $205,500 in lieu of stock in what will be a new ch. 12 corporation—was a "kickback." It also claimed that Cherry & Web, grantee of WPRO-TV, had begun construction of the tv station before it had received its grant. This is in violation of Commission rules.

The Commission ordered the protest to hearing before an examiner, but told the examiner to submit findings of fact only. This was done. Customarily, the examiner also renders an initial decision recommending a course of action to the FCC. The FCC argued last week that this move was taken in order to expedite the case.

Representing WNET was Benedict P. Cotton; for FCC was J. Smith Henley, and for WPRO-TV, Thomas H. Wall.

Comments at Commission Favor 5-Mile Limit Rule

COMMENT on the FCC's proposal to limit tv antennas to sites not more than five miles from the broadcast station—except for special cases—showed a slight edge in favor of the FCC recommendation.

Deadline for comments was Friday. Up through Thursday night there were 10 comments in favor, and five opposed.

Favoring the proposed five-mile rule were ch. 59 WFAM-TV Lafayette, which urged that it not be made retroactive; WORZ-AM-FM Orlando, Fla., applicant for ch. 9 there; ch. 23 WGVL (TV) Greenville, S. C.; ch. 54 WTMN-TV Lansing, Mich.; ch. 13 WTVT (TV) Cadillac, Mich.; ch. 20 WPAG-TV Ann Arbor, Mich.; WTVB-AM-FM Coldwater, Mich.; WLOG Orlando, Fla., and ch. 6 WTVR (TV) Providence, R. I.

Opposing the proposal were Storer Broadcasting, NARTB, ch. 7 WPBN-TV Traverse City, Mich., National Grange and Sarkes Tarzian Inc. (WBT, April 11). Storer asked that its rule not be made to apply to existing stations which might wish to change their facilities or where an antenna farm is in use. The Grange feared that restricting antenna location might deprive rural viewers of service.

The Commission proposal was made earlier this year in the context of following a petition by WKNX-TV Saginaw, Mich. It is designed to aid uhf stations escape the competition of vhf stations whose signals cover a wide area through rural antenna sitting.

Ark. Upholds AF Tower Stand

A LAW requiring local zoning authorities to use U. S. Air Force standards to protect air bases [BWT, March 28] has been signed by Arkansas Gov. Orval Forbush, notwithstanding opposition by the state's board of commerce and the NARTB who fear that the law may affect radio and tv tower heights.

The enabling act permits local zoning authori- ties to establish provisions to protect airports, but provides that where U. S. airports are involved the standards must conform to Air Force criteria. These are considered much more stringent than those advocated by the Civil Aeronautics Administration for civil air- ports. The Air Force standards provide protection to a 300-400 sq. mile area about the airport.

The constitutionality of the Arkansas law has been questioned by NARTB Chief Attorney Vincent T. Wasilewski and consulting engineer A. Earl Cullum Jr., Dallas. It also is understood that the CAA advised the Air Force that it was opposed to this act.

Daytime Comments in at FCC

LAST minute comments on the FCC's daytime skywave rule [BWT, Jan. 31] hit the Commission last week, with the deadline today (Monday). Leading the opposition was the Assn. of Fed- eral Communications Consulting Engineers, which held that the rule was based on false premises, unsupported conclusions, incomplete record, and that they were not founded on "sound engineering." The daytime skywave rule was supposed to end the "snow" phenomenon after sunrise and before sunset, roughly provides that daytime stations must cease broadcasting before sunset and prohibits the use of towers maintaining broadcasts after sunrise.

The rule was tentatively adopted early this year, but the Commission asked for comments on how to apply it.

KORK, KOLO Buys Held Up

ONE week after granting publisher-broadcaster Donald W. Reynolds permission to buy KORK Las Vegas and KOLO Reno [BWT, April 11], the FCC last week vetoed the permit.

The Commission said it wanted to look into charges by KLAS-TV Las Vegas that Mr. Reynolds was using joint rates for his KLJR-TV Henderson (Las Vegas) and KZTV (TV) Reno, after he had told the Commission that he did not intend to do so. KLAS-TV also claimed that Mr. Reynolds was offering joint rates with his Las Vegas newspaper (Review Journal).

KIMA-TV Seeks Third Satellite

THIRD application for a satellite tv station by KIMA-TV Yakima, Wash., was filled with the FCC last week. The Yakima station asked for ch. 43 in Ephraim, Wash. a 65 kw visual power from a 656-ft. antenna above average terrain. The Ephraim station will cost $85,405 to construct, the application said, $25,000 per year for operating costs and $50,000 yearly estimated revenues. Application is in the name of Basin TV Co., wholly-owned subi- sidiary of Cascade Broadcasting Co. (KIMA- AM-Yakima), which also operates ch. 19 satellite KEPI-TV Pasco, Wash. and ch. 43 an applicant for ch. 8 Walla Walla, Wash., to be run as a satellite. The KIMA owners also hold a grant for ch. 3 KLEY-AM Lewiston, Idaho, and hold 40% of KWIE Kennewick, Wash.

Ingle to Defense Post

EDWARD T. INGLE, for the past two years head of his own management consultant firm in Washington, has been appointed chief of the radio-tv branch, Office of Public Information, Dept. of Defense. For seven years Mr. Ingle was radio-tv director of the Republican National Committee and left in May 1953 to organize his own consulting firm. Most recently Mr. Ingle was consultant to the Dept. of Commerce on radio, tv and film. His appointment was effective April 1.
The new streamlined T-18 sets the highest standards in turntable design and performance today. Most revolutionary is the exclusive 3-speed shift—with 3 idlers mounted on a single movable plate. A sideway flick of the single control lever automatically engages the proper idler. Trouble-making arms and shift cams are eliminated. Other advantages! Extra heavy weight, wide-bevel table, precision deep-well bearing, built-in adapter for 45 rpm discs, smart telephone black and brushed chrome finish. Only $53.50. Also available with hysteresis motor, $108.

Top value as well as top performance are yours in this 2-unit combination—SR-27 tape recorder and A-920 amplifier. The recording unit features 3-motor drive; separate record, erase and playback heads; fast forward and rewind. No take-up reel clutch, no idler pulley. A truly professional performer! Companion amplifier has 10 watt output at 16 ohms, self-contained power supply, separate preamps and VU meter, 2 playback speakers. Playback head can be monitored during recording. This combination is your best buy in hi-fi at only $485.

Presto Recording Corporation
Paramus, New Jersey

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Instantaneous Recording Service, 42 Lombard Street, Toronto

World's Largest Manufacturer of Precision Recording Equipment and Discs
BLAIR EXPANDING RADIO OPERATIONS

Additions to sales staff, creation of farm department and opening of a new branch office are announced in concrete expression of faith in radio.

AS EVIDENCE of his faith in radio, John Blair, president of John Blair & Co., national radio representatives, is prepared to announce today (Monday) a series of additions to the sales staff, creation of a farm department, and the formation of the company’s 10th regional sales office, in Atlanta.

New personnel will include Arthur H. McCoy, who has resigned as sales manager of Avery-Knodel Inc., to join the New York sales staff of Blair on May 9; Al Long, radio-tv supervisor McCann-Erickson, who will become a New York account executive on May 16, and Tom Ragland, most recently station and sales manager of WHBQ Memphis, who will be added to the Chicago sales staff on June 1.

Mr. Ragland will join Blair as director of the company’s newly-created farm department, headquarters in Chicago. He will specialize in soliciting farm advertisers with presentation material and specific proposals for the proper utilization of the medium, according to Robert E. Eastman, executive vice president of Blair.

Blair’s Atlanta office will open on July 1, according to Mr. Blair, under the direction of Harry E. Cummings, who represents Blair stations in the Southeast. Mr. Cummings will continue to make his headquarters in Jacksonville. Mr. Blair said that personnel and other details will be announced within the next 10 days.

“This investment in additional senior personnel,” Mr. Blair commented, “is not only an expression of our confidence in the continued stability of the medium, but it is our answer to many published reports that radio is fading. On the contrary, the spot end of our business remains at a high level, and the potential for future growth is still great.”

Mr. Blair noted that the Atlanta office will be the third that the company has opened in less than two years.

Blumenthal Group Reports

WROV Purchase for $45,000

PURCHASE of WROV Roanoke, Va., for more than $45,000, was announced last week by Virginia broadcaster Cy Blumenthal, who heads the purchasing group. He said the sale was to be submitted to the FCC for approval last Friday or today (Monday).

The new owners, who will probably incorporate under the name of WROV Inc., are: Burt Levine (40%), former manager of WCAN Milwaukee and before that commercial manager of WPWA Chester, Pa.; Joseph Goodman (30%), former WPWA chief engineer; Nidra and Leon Levine (20%), Madison, Wis., and Mr. Blumenthal (10%). Mr. Blumenthal is 39% owner of WARL Arlington, Va., and sole owner of WCMS Norfolk.

Principals of Radio Roanoke Inc., WROV licensees, include local businessmen Leo F. Henebry, president; James Kirk, vice president, and Ernest W. Mitchell, secretary-treasurer. Each owns 14%. Radio Roanoke is unsuccessful applicant for ch. 7 there [BIT, April 4]. The station once operated ch. 27 WROV-TV, which in July 1953 was the first uhf to suspend regular programming because of vhf competition, later returning its permit.

Frank E. Koehler, general manager of WROV, will continue under the new owners, Mr. Blumenthal said. He added that between $15,000 and $20,000 will be spent on plant improvements. Messrs. Levine and Goodman will move to Roanoke to assume active roles in the management.

STATIONS

"THE MUSICAL CLOCK"
with ED MEATH
6:15-9:30 A.M. MON.-SAT.

Ed Meath and the WHEC "Musical Clock" wake up many thousands of Rochesterians, talk to them while they’re dressing, play for them during breakfast and go off to work with them in their radio-equipped cars every morning! Here is the lion’s share of a big audience! Why not get your share of it?

BUY WHERE THEY'RE LISTENING... ROCHESTER'S TOP-RATED STATION

WHEC of Rochester
NEW YORK 5,000 WATTS
20 years ago...

and today

They're both
BLAW-KNOX
Towers
over 1000 feet high

The first broadcasting tower over 1000 feet high was a Blaw-Knox Tower, shown on the left.

And today we continue to design guyed towers over 1000 feet high... such as the modern TV tower that accommodates an elevator, shown on the right.

These two examples well illustrate how Blaw-Knox has set the pace in tower design for many years. And why we are prepared to cooperate with you in designing a tower to meet your specific requirements.

For more complete information on the many modern types of Blaw-Knox Antenna Towers, write or phone for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

ANTENNA TOWERS

Guyed and self-supporting—for AM • FM TV • radar • microwave • communications
WXIX (TV) Turns to Radio Spot Saturation

CBS-owned station buys 2,000 spots on local AM stations during four-week period to promote its programming and uhf conversion.

WXIX (TV) Milwaukee is utilizing a radio spot saturation campaign—some 2,000 announcements on two stations over a period of four weeks—to promote its television operation.

The details were told to BT last week by Edmund C. Bunker, general manager of the ch. 19 station. The saturation campaign is a followup of WXIX's "Springboard" push before it went on the air the end of February.

Twenty-second and one-minute announcements are being aired 500 times a week, day and night, on WEMP and WOKY disc jockey programs. They supplement a major promotion campaign in all advertising media.

The drive opened Feb. 20 before the station went on the air with space in the Milwaukee Journal and Sentinel, on bookstands, in TV Guide and in trade magazines. CBS Television bought every availability on WCAN-TV, former CBS affiliate, and former WOKY-TV—40 spots a day on the latter and breaks on the former. Film trailers also were purchased two weeks before WXIX began telecasting. CBS-TV network salutes began with the station's opening Feb. 27.

Radio saturation was launched in mid-March and overall promotion will continue "in every way all year around," Mr. Bunker stressed, adding it is not a seasonal drive. He also emphasized "that we are determined to use every possible means" to bring the station before the public constantly.

Radio spots have been aired round-the-clock, starting mostly in the daytime hours. They featured sound tracks of 31 top CBS-TV network personalities announcing their shows would be heard on WXIX. Sound tracks are followed by a live tag promoting daytime shows, uhf conversion factors and other promotion aspects.

Mr. Bunker noted that WXIX has added to the network rotation of local programs with "strong community flavor, plus a group of first quality children's programs."

New Contract, New Goal

A CRUSADING KXYZ Houston newscaster has received a 52-week contract renewal from Cookbook bread along with praise from civic, veteran's and church organizations for his campaign to stop the flow of crime and sex comic books. Fred Nahas, who additionally is vice president of KXYZ, began the drive last June by devoting three minutes of his nightly newcast Tomorrow's History to the comic book problem. Gov. Allan Shivers and state and local legislators appeared on the station to air their views and listeners and local groups joined the campaign, which resulted in the passing of a local ordinance forbidding the sale of objectionable comic books. In addition to many citations from local organizations, Mr. Nahas was praised by the national American Legion convention for his part in the campaign. With the contract renewal, Mr. Nahas now is stumping for a juvenile curfew law as a means towards decreasing delinquency.

JOE HEROLD, general manager of KBTY (TV) Denver, acts as chauffeur for "Miss Spring of Ch. 9," professional model Marie Stratton, on a tour of local radio stations and news publications to promote KBTY's spring program lineup. Miss Stratton delivered Easter flowers to the disc m.c.'s of the stations and to the tv editors of the Rocky Mountain News and Denver Post during the station's three-day promotional stunt.

Faulk Takes VP Post

With Texas Stations

APPOINTMENT of John Henry Faulk, New York radio and television personality, as vice president in charge of public affairs for KTBC-AM-TV Austin and KANG-TV Waco, effective May 18, was announced last week by Mrs. Claudia T. Johnson, president of the Texas Broadcasting Corp., operator of the stations.

In his new post, Mr. Faulk will coordinate all programs, will act as program advisor, and will continue broadcasting duties as a humorist on his own radio and tv shows.

For the past four years, Mr. Faulk has been the star of The John Henry Faulk Show on WCBS New York and appeared on numerous network shows.

WNDU-TV Sets First Rates

FIRST rate card calling for a top of $500 for a full hour in Class AA time (6:30 to 10 p.m. daily) was issued last week by Michiana Telecasting Corp. for WNDU-TV Notre Dame, Ind. The Notre Dame U. station is slated to begin commercial operation on uhf ch. 46 about July 15.

One-minute and 20-second spots are pegged at $100 (one time) for Class AA, with proportionate cuts of $20 for each other class (A, B, C and D). WNDU-TV will be affiliated with NBC-TV.

KHJ-TV Goes to Full Power

KHJ-TV Hollywood (ch. 9) is now operating at its maximum FCC-authorized 162 kw video and 81 kw audio, or over five times the former power, after putting its new transmitter and antenna atop Mt. Wilson into operation. The original transmitter is being housed in the enlarged transmitter building and the original antenna has been moved to the new tower, both as standby equipment, station executives announced.
"Great is TRUTH. Fire cannot burn, nor water drown it"—DUMAS

NATIONAL CORRECT POSTURE WEEK, MAY 1-7

A Public Service of the Chiropractic Profession

Human beings should sit . . . stand and walk erect—
on a straight line between the earth's center of gravity
and infinity. That is correct posture. To slouch back-
ward, or forward, or any way invites an abnormal spine
. . . induces pain, wastes energy and encourages disease.

Each year, the National Chiropractic Association,
representing the nation's second largest healing profes-
sion, officially sponsors National Correct Posture Week,
May 1 to 7, as a public service in the interest of the
nation's health.

This week is recognized by the Congress Of The
United States; proclaimed by the governors of many
states and the mayors of the most progressive cities . .
is welcomed by school officials.

During National Correct Posture Week some 25,000
Doctors of Chiropractic in the country draw special
attention to the interdependence of good health and
correct posture.

The National Chiropractic Association will develop
newsworthy articles and stories, stressing the importance
of correct posture. The radio and television stations of
the nation are invited to participate in this public service
to the nation's health and welfare.

If there is particular information you want, write us
or send for the book, "The Truth About Chiropractic."
NATIONAL CHIROPRACTIC ASSOCIATION, Inc.,
NATIONAL BUILDING, WEBSTER CITY, IOWA.

3 TRUTHS YOU SHOULD KNOW
550 Insurance Companies Recognize Chiropractic.
1 out of EVERY 5 Americans Avail Themselves
of Chiropractic Health Services.
4 Years of Chiropractic College is the Minimum
Requirement for Doctors of Chiropractic.

The Truth About Chiropractic

*One of a Series of Reports
Color Slides Offered Stations
By UCP for '55 Fund Drive

COLOR TELEVISION has become a medium for public service campaigns with the United Cerebral Palsy offering tv stations a set of five color tv slides in support of its 1955 drive, which opens next month.

UCP last month published its 1955 drive materials. The slides were produced for UCP by Mogle-Sheldon Assoc., New York.

Although UCP realizes that color shows are limited to the large cities and are presented on an infrequent basis, a spokesman said, it was decided to utilize color this year because "we are highly impressed with the strong impact of color tv."

Additionally, UCP will provide tv stations with six black-and-white television slides with suggested scripts, plus templates covering the same material. The organization is making available to radio stations the 1955 "Celebrity Radio Platter," containing spot announcements by top personalities including Bob Hope, UCP's national life chairman; Jane Pickens, Jack Benny, MacDonald Carey, June Havoc, Esther Williams, Gene Raymond and Jeannette MacDonald.

WTVI (TV) Switches Cities

WTVI (TV) Belleville, Ill., ch. 54, moved to its newly-assigned ch. 36 assignment in St. Louis April 9. Call letters have been changed to KTVI (TV), the station reports. Studios and offices also are located in St. Louis.

John D. Scheuer Jr., executive vice president and general manager, said KTVI plans to increase to 500 kw about mid-May, if the FCC approves. The station is owned by Signal Hill Telecasting Corp.

'Kiwanis' Article Debates Tv

THE April issue of The Kiwanis Magazine presents an article on the effects of television fare on children. The defense, which cites progress made in improving tv fare, is titled "Let's Give Tv a Chance." A criticism of tv programming with recommendations for improvement is titled "What Is Tv Doing to Our Children?"

WKBS to Publish Monthly

A MONTHLY newspaper, the Nassau News-Commentator, is being planned by Lee Hollingsworth, president of the Key Broadcasting Sys- tem, owner of WKBS Mineola, L. I., N. Y., in order to get around the refusal of a local newspaper to carry station logs. A distribution of 25,000 for the give-away is contemplated for the paper which was tentatively scheduled to be published shortly before Easter. Paid advertising will be solicited.

Edward Petry & Co. Joins T-V-B

EDWARD PETRY & CO., station representative firm, has joined Television Bureau of Adver-tising, New York, as an active voting member with representation on the board of di-rectors, Oliver Petry, T.V-B president, has announced. Petry is the third representative firm to become a TVB member, Blair-Tv and Meeker T-V having joined earlier.

WBC Purchases WRCA Spots For Its Mental Health Songs

AS EVIDENCE of its faith in radio, the West-inghouse Broadcasting Co. purchased three spot announcements on last Monday's WRCA New York's 'Text and Line' show, which was built entirely around WBC's mental health songs.

The songs, which Westinghouse produced in cooperation with the National Assn. of Mental Health, were unveiled in New York on WRCA, and previously had been carried on WBC's KYW Philadelphia, WBZ Boston, KEX Portland, Ore., KDKA Pittsburgh and WOWO Fort Wayne, Ind. They then will be distributed to other radio stations throughout the country by the association.

David Partridge, national advertising and sales promotion manager of WBC, said the announcements were bought on WRCA to call the attention of advertising men to the company's public service project called "Sing-Along for Mental Health." Mr. Partridge explained he believes "advertising people listen to radio, and what better demonstration could they have of radio's power than to receive our message through that medium."

Young Names Christianson

ADAM J. YOUNG Jr. Inc., radio station rep-resentatives, last week announced the opening of a San Francisco office in the Fairmont Hotel under the management of Charles (Chuck) Christianson. Previously Mr. Christianson had been with the West Coast office of WINS New York and KTVW (TV) Tacoma, Wash., and with KJBS San Francisco and KULA Honolulu.

WSYR-TV Alternate Unit Set

WSYR-TV Syracuse, N. Y., has completed installation of an alternate $75,000 general Electric transmitting unit, Albert Eicholzer, WSYR-AM-TV chief engineer, has announced.

The new equipment provides duplicate fa-cilities in case of mechanical or electrical trou-ble. Francis Thiele, assistant chief engineer, was in charge of the installation which took three months.

PIZITZ DEPARTMENT Store, Birmingham, Ala., arranges with WBRG there for a schedule of 624 programs and 2,600 spot announcements starting today (Monday). According to WBRG, the agreement repre-sents the largest amount of department store advertising in the history of Alabama radio. Conferring on plans are (1 to r) Isadore Pizitz, president of the department store, biggest in Alabama; Charles Shapiro, Pizitz advertising man-ager, who planned details of the schedule, and Lionel Baxter, WBRG sales manager.

Testing Both Ways

IT might seem paradoxical for an adver-tiser to compete with himself, but Cole-Finder automobile agency, as an experi-ment, is doing just that on two Chicago tv channels. It sponsors film shows simultaneously on WGN-TV and WBKB (TV) each Saturday at 6 p.m.

Irwin Cole describes it as a test to see which length of show—one runs 60 minutes, the other 30 minutes—pulls the most audience. The hour-long film, Six Shooter Theatre, a children's show, runs on WGN-TV from 6-7 p.m. The other, Cole-Finder Playhouse, drama show, is aired on WBKB from 6-6:30 p.m.

Mr. Cole expects to know the results within a few weeks. Even so, it was indi-cated he may continue both because they reach different-type audiences.
Flood Hurries Switch
UNDER emergency flood conditions, WCBI Columbus, Miss., pressed into use its new transmitter and switched from local operation on 1340 kc to regional operation on its newly assigned 350 kc to serve the flooded area day and night.

The station had just completed construction of a new four-tower, directional antenna array and installation of a new RCA transmitter. A record-breaking rain in the upper regions of the Tombigbee River valley threatened thousands of acres. At the request of the Red Cross, Sen. John Stennis (D-Miss.) and others, the FCC permitted WCBI to prematurely begin operation with the new facilities. The station switched over to its new frequency and transmitter on March 23 at 6 p.m. Official dedication ceremonies are scheduled later. WCBI's new power is 1 kw day, 500 w night.

WCBS Releases Figures Pointing Up Radio's Power
IN the face of vigorous competition from television, radio continues to be the preferred medium of the New York adult population during daytime and early evening hours, according to Carl Ward, general manager of WCBS New York.

Mr. Ward released a series of comparative figures, based on the February TelePulse and Pulse in- and out-of-home tabulations, which show that in the hours from 7 a.m. to 7 p.m., New York metropolitan area adults listen to radio rather than watch tv. Mr. Ward stated that computations made by his staff from Pulse data reveal that during the 7 a.m.-7 p.m. period, tv draws an average of 662,640 grown-up viewers in the 12-hour period, while radio reaches 1,382,240 listeners (the 6-7 a.m. time slot was excluded from the survey since tv does no program during all four quarter-hours.)

"Monday through Friday, radio reaches its peak strength among New York adults, not during the morning or afternoon hours, but between 6 p.m. and 7 p.m.," Mr. Ward pointed out.

WRIV to Debut May 15
MAY 15 is the target date for the first broadcast of WRIV Riverhead, L. I., which will be an opening day celebration with local, county and state dignitaries participating. The station's transmitter building, an 18x18-ft. concrete structure, is now under construction and its tower will be 133 ft. high. With offices and studios located at 29 E. Main St., WRIV expects to cover eastern Long Island from Moriches to Montauk and a good portion of Connecticut. It will operate on 1390 kc with 500 w.

A-K Promotes Tormey
JOHN J. TORMEY has been advanced from account executive to manager of radio sales of the New York office of Avery-Knodel Inc., succeeding Arthur H. McCoy, who has resigned to join John Blair & Co. (see page 86).

Mr. Tormey has been an account executive for Avery-Knodel for the past five years and is credited with having serviced many of the larger accounts of leading advertising agencies. Previously he had been with Edward Petry & Co., WOR New York and CBS Radio.
WINDO and BUMPO

—the greatest audience and sponsor promotion in thirty years of radio—another first for radio's number one independent station, KLIF in Dallas

WARNING: WINDO and BUMPO are fully protected

The first radio or television station to get WINDO or BUMPO in its city must completely dominate the market

For information on the franchise in your market write, wire, or telephone—

Gordon McLendon
2104 Jackson
Dallas, Texas

First come, first protected
phone Randolph 7121

CONTRACTS totaling $500,000 are signed by E. Newton Wray, president of KTBS-TV Shreveport, La., for equipment and construction of the new ch. 3 station scheduled to be completed Sept. 1. Representatives of DuMont Labs, which will supply transmitter and studio equipment, were present at the signing. L to r: George D. Wray Sr., KTBS Inc. chairman of the board; George R. Winston, DuMont sales representative; George D. Wray Jr., KTBS vice president; and James B. Tharpe, DuMont tv transmitter division manager. Other contracts were awarded to RCA, Truscon Towers, Raytheon and Beasley Construction.

Tv Most Important in Small Communities, Pellegrin Says

THE TV station plays a more important role in the smaller community than in the large city, Frank E. Pellegrin, partner in H-R Television Inc., station representative, told an audience of Lima, Ohio, businessmen last fortnight.

Mr. Pellegrin addressed some 150 local businessmen in the studios of WLOK-TV Lima, which on April 24 changes its call letters to WIMA-TV and its channel from 73 to 35.

When a community loses its local tv station, Mr. Pellegrin said, “you might as well hang crepe on city hall.” He said that in 10 years tv has become a local institution equaling in importance the daily newspaper, the library, the high school, churches or banks. TV, he said, achieved this stature in such short time “because it has become Americans’ favorite leisure-time activity.”

Loss of a local operating station also means that the community’s televiewers shift interest to the stations of neighboring cities and the local businessman subsequently suffers a loss because of this diversion of his customer’s attention, he said.

Eventually, Mr. Pellegrin warned, the local resident would regard his home town “as merely a suburb of the neighboring Bigtown, with an inevitable drain-off of a hefty percent of what is now your local retail business.”

Ad Pioneer Retires

RETIREMENT of Mrs. Glad Hall Burnside, account executive, KRKD Hollywood and the first woman account executive in Los Angeles radio history, has been announced.

Mrs. Burnside joined KRKD in her present capacity in 1938. She became vice president of the Advertising Assn. of the West in 1952 and is a former president of the Los Angeles Advertising Women’s Club. Mrs. Burnside is currently a board member of the Los Angeles Advertising Club.

ANNIVERSARY greetings are exchanged as American Airlines celebrates its second year as sponsor of Music “Til Dawn on WTOP Washington. L to r: Morris Shipley, AA assistant vice president; Herbert D. Ford, AA district sales manager, and Lloyd W. Dennis, WTOP vice president for radio.
Jacobsen, KROS Head, Dies; Former Demo Congressman

WILLIAM S. JACOBSEN, 68, president of KROS Clinton, Iowa, and former Democratic congressman from Iowa (1937-43), died April 10 after a heart attack. Mr. Jacobsen helped organize the Clinton Broadcasting Corp., KROS licensee, in 1941.

Mr. Jacobsen also was president of the Clinton Thrift Co., an industrial financing concern he organized in 1927, and was acting postmaster of Clinton from 1951-54.

Survivors include his wife and two sons, Bernard M., KROS general manager, and Maenard W., Clinton insurance man.

Rep. Henry O. Talle (R-Iowa) paid tribute to Mr. Jacobsen on the House floor last week.

WFMZ-TV Stops Temporarily

WFMZ-TV Allentown, Pa., ch. 67, was scheduled to suspend operations temporarily Friday pending settlement of litigation for money due the company from subscribers to its capital stock. Raymond F. Kohn, WFMZ-TV president, said that about $75,000 of the $300,000 subscribed had not been paid in. Largest delinquent, Mr. Kohn said, was Samuel W. Taylor Jr. in the amount of $47,547.50. WFMZ-TV went on the air last December.

This amount, Mr. Kohn said, "represents the cash working capital which any new operation must depend upon for normal growth and development." WFMZ-FM Allentown is not affected by the television situation, it was said.

CBS Spot in Philadelphia

ADVERTISERS and agency executives in the Philadelphia area today (Monday) will view the CBS-TV Spot Sales presentation, "The Best Spot in All Advertising," at a luncheon meeting at the Hotel Warwick, Philadelphia. In attendance from CBS-TV Spot Sales in New York will be Clark George, general sales manager; Edward A. Larkin, eastern sales manager; Jack Mohler, director of sales development, and Ted O’Connell, account executive. Representing WCAU-TV Philadelphia will be Donald W. Thornburgh, president and general manager; Robert M. McGredy, sales manager, and Frank Elliott, special representative.

REPRESENTATIVE PEOPLE

Jay A. Whalen, assistant tv promotion manager, Blair-Tv, N.Y., to tv promotion dept., Edward Petry & Co., same city.

Alan T. Axtell, formerly with CBS Radio Spot Sales, Chicago, to tv dept., Katz Agency Inc., Chicago.

Jory Nodland, formerly with sales staff, WMAQ Chicago, to sales staff, NBC Tv Spot Sales, same city.

Harry B. Simmons, formerly with NBC-TV sales department, to Bolling Co., N.Y., radio-tv station representative, as account executive.

SOUTHWEST VIRGINIA'S Pioneer Radio Station

Choose any measurement you like -

For 31 years WDBJ has been the MOST LISTENED TO - MOST RESULTFUL RADIO STATION in Roanoke and Western Virginia.

Ask Free & Peters!

WDBJ Established 1924 - CBS Since 1929
AM 5000 WATTS . 960 KC
FM 41,000 WATTS . 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., National Representatives

Lucky Strike—sponsor of Ann Sothern's popular series—is just one of the many lucky advertisers buying WKBT. Why lucky? Because WKBT offers exclusive, unduplicated coverage of the newest and fastest-growing TV market in America! Latest statistics show that TV homes are up to 87,000* in La Crosse and environs—WKBT's exclusive TV territory. And heaven knows what the grand total will be next month! So it grows in La Crosse ... the big opportunity market that is reached by one and only one TV station—WKBT. Luckiest buy in TV!

*Pulse Survey—March, 1955

*Ann Sothern stars in "Private Secretary"
WKBT, Sundays, 6:30 P.M.
STATIONS

WESTINGHOUSE Broadcasting Co. o&o tv station program executives met in a two-day session in New York last week to discuss local live and film programming problems. Guest speakers were Steve Krant, program manager of WRCA-TV New York; Richard Woollen, film director, KTIV (TV) Los Angeles and John Steorns, New York tv producer. At the meeting (l to r) Front row—Donald H. McGonnell, vice president and general executive of WBC; Richard Pack, WBC national program manager; Byron Dowdy, program manager, KDKA-TV Pittsburgh and Calvin Jones, executive producer, WPTZ (TV) Philadelphia; back row—Mr. Steorns; Roger Wolfe, assistant program manager, KDKA-TV; Mr. Krant; William Dempsey, program manager, KPX (TV) San Francisco; Mr. Woollen; Gordon Swan, program manager, WBZ-TV Boston; Stor Lee Broza, program manager, WPTZ, and Iron Berlow, assistant program manager, WBZ-TV.

STATION SHORTS

KTAN Sherman, Tex., reports April 6 storm blew off portion of station's roof, flooded transmitter room, control room and studio. By 9:45 a.m. equipment had been dried off and KTAN throughout day carried storm damage reports and public service announcements for police department, sheriff's office, highway patrol and phone and power companies.

WWLP (TV) Springfield, Mass., moves administrative, programming, engineering, financial and traffic depts. to studio-transmitter building, Provin Mt., Agawam; sales, news, film, photography and promotion depts. occupy new quarters, Birnie Bldg., 17 Pearl St., Apremont Triangle.

WSON-AM-FM Henderson, Ky., is installing new Collins 300w/250w am transmitter and RCA high fidelity turntables with installation completed and start of operation expected May 1.

KPTV (TV) Portland, Ore., announces approximate six weeks delay, until about end of May, in shipment of new 1,000 kw transmitter from RCA, due to modifications.

KFSD San Diego is installing new 25 kw RCA transmitter atop Mt. Soledad there with operation expected by early summer.

WEBB Baltimore began broadcasting April 2.

WTVT (TV) Tampa, Fla., has become basic affiliate of CBS-TV.

WTPA (TV) Harrisburg, Pa., has changed telephone to Cedar 8-7171.

WDSU-TV New Orleans has begun broadcasting local color programs.

FRANK KURTZ, formerly copy chief, KFBB Great Falls, Mont., named continuity director, WOW-AM-TV Omaha.

JACK F. JOYNER, former sports publicity director, U. of Tennessee, appointed news and sports director, WTSK-TV Knoxville, Tenn.

JOHN B. LEDBETTER, formerly with engineering staff, KFMB-TV San Diego, appointed assistant chief engineer, KLAS-AM-TV Las Vegas, Nev.

NANCY CAREY, sales promotion staff, WMBR-AM-FM-TV Jacksonvile, Fla., named head of WMBR-AM-TV accounting dept.; MARC CONANT, WMBR-AM-FM-TV accounting dept., appointed WMBR-TV local account executive; MARION RASMUS named head of WMBR-TV traffic dept.; ALLETTIE REGISTER, WMBR-AM-FM programming staff, to WMBR-TV traffic staff; Mary Sample, formerly with KROD-TV El Paso, Tex., to WMBR-AM-FM-TV sales promotion staff; Sid Beighley and George Johnston to WMBR-AM-FM as local account executives; Hugh Batey, formerly disc m.c.-announcer, WPDO Jacksonvile, to WMBR-AM-FM announcing staff; Rob Booker, WMBR-TV director, named WMBR-TV production manager.

SIDNEY MATZ, advertising manager, Best Super Market chain, Phila., to KFSD-TV San Diego as director.

LEN CANE, sports director, WENT Gloversville, N.Y., to WEAV Plattsburg, N. Y., in same capacity.

CHRISTINE WAGNER to WVET Rochester, N. Y., as traffic director, replacing Norma Stewart, resigned.

WILLIAM H. BELL, formerly commercial manager, WHEN-AM Syracuse, N. Y., named assistant to general manager in charge of WHEN-AM. Frederick Menzies, formerly WHEN-TV regional sales manager, succeeds Mr. Bell.

STATION PEOPLE

RICHARD E. RYAN, sales manager, KLOC San Jose, Calif., appointed general manager.

JOSEPH H. BARKER, West Virginia sales manager, WWKO Ashland, Ky., appointed station manager.

WILLIAM C. O'DONNELL, sales manager, KXOK St. Louis, elected to board of directors, KXOK Broadcasting Co., succeeding Vern Springgate, deceased; EDWIN JOHNSTON, partner, Cobbs, Armstrong, Teasdale & Roos (law), St. Louis, elected to KXOK board of directors, succeeding Aubrey D. Reid, resigned.

BILL HIPPEE, account executive, KRNT Des Moines, Iowa, appointed KRNT-AM-TV local sales manager [BPT, April 11].

DONALD H. EDGEMON, client service director, WEWC (TV) Columbus, Ohio, to WKRC-AM-FM-TV Cincinnati, as publicity and public relations director.

NORAH A. YARDLEY, formerly with Motion Pictures for Television, N. Y., to WCOP Boston, as public relations and sales promotion director.

ROBERT E. SCOTT, formerly with sales staff, WFAA-TV Dallas, to WLWC (TV) Columbus, Ohio, as sales executive.

Robert Moon, former writer-producer, KNXT (TV) Hollywood Juke Box Jury, to KTLA (TV) there as auctioneer on TeeLe Auctions program.

CHARLEY STOOLKEY, former CBS Radio farm program conductor, to KBWI Corpus Christi, Tex., as farm program personality.

IVAN SMITH, newsman and disc m.c., KXK Portland, Ore., appointed announcer, KPTV (TV) Portland, Ore., succeeding Bill Clayton, who moved to KONA (TV) Honolulu.

FARRELL M. SMITH, formerly with WMVG Millcreek, Ga., to announcing staff, WMAZ-TV Macon, Ga.; James G. Aiford to WMAZ news department.

PAUL DIXON, personality, DuMont Television Network, to WLWT (TV) Cincinnati as program conductor for that station and affiliated WLWC (TV) Columbus and WLWD (TV) Dayton, Ohio; Sid Camp, featured on Mr. Dixon's DuMont show, also moves to WLWT.

BROADCASTING • TELECASTING

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Shirley Reid to KTRK-TV Houston, Tex., as children's personality.

Harry Geise, meteorologist, to KGO-TV San Francisco as weatherman.

Champ Butler, radio-tv and nightclub singer, to KNXT (TV) Hollywood Musical Mitecap program, succeeding Dave Willock, resigned.

Raymond G. Garzini, radio-tv director, H. B. Humphrey, Alley & Richards Inc., Boston, to sales staff, WFBR Baltimore, as account executive.

Alexander W. Sheftell, account executive, WTTQ (TV) Washington, to sales staff, WMAL-AM-FM there.

Al Seifner, formerly with Reuben H. Donnelley Corp., Chicago, to sales staff, WQAY Silver Spring, Md.


Harry Miller, formerly advertising and public relations director, Cicero Federal Loan & Savings Assn., Cicero, Ill., to sales staff, WGN-TV Chicago.

Frank Beazley, former sales manager, KBAX-TV Bakersfield, Calif., to KNXT (TV) Hollywood as account executive.

Wallace Brazeal to KEAR San Mateo, Calif., as account executive.

Ray Marsh, formerly salesman, WCOL Columbus, Ohio, to WTVN Columbus as account executive.

Robert O. Pusey, account executive, KSL-AM-FM Salt Lake City, transfers to KSLL-TV in same capacity.

Raymond Ruff, formerly sales manager, KTVQ (TV) Oklahoma City, to KDKA Pittsburgh as sales representative.

Joe Kelsey, formerly factory representative, Philco Corp., Chicago, to sales staff, WKDA Nashville, Tenn.

Frank Clarke, former public relations and marketing consultant, National Assn. for Advancement of Colored People, to sales staff, KSAN San Francisco.

U. S. Altman, KALI Pasadena, Calif., Cliff Rucker and Harry Varic to KFSD San Diego, as salesmen.

Harvey Herbst, formerly with production staff, WFAA-TV Dallas, to sales staff, KTBC-TV Austin, Tex.

Ed Long, former Armed Forces Radio Service newscaster, to KBIG Avalon, Calif., as sportscaster, succeeding Bruce Rice who moves to sports staff, KWFT-AM-TV Wichita Falls, Tex.

Francis Robbins, formerly news editor, KDHL Faribault, Minn., to WCCO Minneapolis-St. Paul as news writer.

John Mullaney appointed assistant to sales promotion director, WEEI Boston.

Harold Salzman, newsman, WLS Chicago, appointed assistant to news editor.

Wiliam Douglas Brittain, formerly with WMMT McMinnville, Tenn., in news reporting and promotion capacities, to WLAC Nashville, Tenn., as personality.

Alene Hoyt to copy dept., WICC Bridgeport, Conn., replacing Eleanor Contes.

Lois Decker, accounting staff, Trans World Airlines, Burbank, Calif., to KBIG Avalon, Calif., in similar position.

Rosemary Garrett, assistant promotion and publicity director, KCOP (TV) Hollywood, to TV Radio Life magazine.

John R. Pepper president, Bluff City Broadcasting Co. (WDWA Memphis, Tenn.), elected member, Young Presidents' Organization, N. Y.

Ken Boehmer, promotion manager, WJBK-TV Detroit, appointed to serve on tv desk, "Operation Cue," Civil Defense test scheduled for end of April near Las Vegas, Nev.

Fred L. Bernstein, general manager, WTTM Trenton, N. J., appointed to head publicity committee, Greater Trenton Chamber of Commerce.

Robert E. Widmark, account executive, WMT Cedar Rapids, Iowa, elected president, Cedar Rapids Rotary Club.

George C. Biggar, general manager, WBK DeKalb, Ill., elected honorary member, Chicago Loop Kiwanis Club.

Max E. Buck, advertising, merchandising and promotion director, WRCA-AM-TV New York, will speak before Assn. of National Advertisers' drug and toiletry group April 24 in N. Y. on "The 64 Million Dollar Question."


Anthony Mammarella, producer, WFLN-TV Philadelphia, and Agnes Becker, traffic dept., WPTZ (TV) there, were married.

Mac McGuire, disc m.c., KYW Philadelphia, father of girl, Dawn, April 12.

Edward Holubowitch, audio technician, WGLV (TV) Easton, Pa., father of boy, Edward Jr., April 11.

Joe Bluth, studio remote supervisor, KTV (TV) Hollywood, father of girl, Wendi Ann, April 7.


Bill Walsh, sales executive, WEEI Boston, father of boy, Steven.

William Cook, photographer, WMAZ-TV Macon, Ga., father of girl, Vivi Dawn; Goodrich Shafer, WMAZ-TV engineer, father of boy, Terry.

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type , heavy legs and braces , designed for 100 MPH wind and one-hall inch ice load , hot dipped galvanized or shop coat of primer underval" supports all types of television antennas and coastal feed line or wave guide , complete erection by experienced crews.

TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S Government, Bell Telephone System and leading manufacturers... TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.
MASS PRODUCTION OF 21-INCH ROUND METAL COLOR TV TUBE

RCA MAKES READY FOR

Plants are outlined by W. Walter Watts, RCA executive vice president of electronic products. He says the manufacturing firm believes this tube will be the answer to low-cost color tv.

RCA's Tube Div. said last week that it is about to turn the corner and enter full-scale production on a mass production basis of its 21-inch round metal color tv tube.

W. Walter Watts, executive vice president of RCA electronic products, these plans include:

- Eventual automation of the Lancaster, Pa., plant assuring mass production methods of color picture tubes and other tube components.
- Decision by RCA that its 21-inch round metal color tube "will be the answer to low-cost color tv."
- Introduction soon of a new chassis for the 21-inch tube with a simplified 28-tube circuitry. Although RCA has not yet announced the price of the new set, it is generally regarded that it will be sold for around $895 at which the present receiver retails.

Mr. Watts said that the Lancaster plant's output of about 2,500 color picture tubes a month will be raised to 30,000 by the end of the year on contingent "pressure from the industry" and delivery of automation equipment. It is planned that by June, the Lancaster plant will be doing 100% of its blanks-and-white production and by Aug. 1, when the plant is expanded from 50,000 square feet of floor space to 132,000 square feet, all of the output will be devoted to color tubes.

SCHEDULED FOR DEMAND

Emphasis was made that time schedules and the rate of production will be geared to both industry and public demand for the tubes and sets. Mr. Watts said that millions of dollars worth of machinery have been ordered to mechanize and speed up color production.

Mr. Watts, in his letter to RCA employees, said, has been a sharp reduction of the shrinkage rate of the color tube from the 80% level of some months ago to a little more than 16% which is near the average rate in black-and-white tube scrap.

According to Harry R. Seelen, manager of operational engineering for the Tube Div., RCA feels that its 21-inch tube is the only practical answer to low-cost color television. Mr. Seelen said he believed that RCA had made a "positive contribution" in getting color "off the ground" and had the tube which renders an "acceptable color picture technique and according to standards which exist today."

RCA, he said, is not preparing any other color tube for the mass market and nothing lies ahead to indicate the company would change its mind. The round metal tube, Mr. Seelen declared, was inexpensive and 21" the most stable" color tube form to make. There was an indication that RCA has received assurances from other manufacturers that they share confidence in the picture tube and are interested in making this type of tube when the demand is created.

Mr. Watts told NBC-TV's plans to increase color programming in the fall. He predicted that the network would program some daytime "strips" in color which would aid dealers to demonstrate color sets in their stores.

RCA's current plans and steps already taken to boost color tv production were disclosed Tuesday at the Lancaster tube plant to a party of newsmen and RCA officials who toured the plant and inspected facilities.

UPCOMING ATOMIC BLAST TO TEST ELECTRONIC GEAR

ELECTRONIC GEAR of all types, including broadcast transmitting equipment and receivers, will be subjected to an atomic blast in the next fortnight as part of a civil defense "open shot" test.

Broadcasting executives as well as equipment makers and installers will observe the test, originally scheduled April 20 but now tentatively slated about the 25th or 26th. It is the only shot of the current atomic series to which observers are invited.

Equipment to be tested will be supplied by 30 electronics and 14 nuclear radiation equipment manufacturers, coordinated by Radio-Electronics-Tv Mfrs. Assn. The tests are under auspices of Federal Civil Defense Adm. and Atomic Energy Commission.

Industrial groups also are supplying and erecting structures, text-tiles, food, household furnishings and appliances, transportation equipment and other items for exposure to the blast.

Disaster repair problems facing communications personnel will be shown by the civil defense tests, with information to be supplied national, state and local agencies.

Electronic equipment will include a complete am broadcast station, mobile gear and associated base station, radio receivers, tv receivers, antennas, towers and a telephone switchboard.

RETMA's special atomic test group is headed by R. H. Williamson, General Electric Co.

RCA Develops Car Radio With Nine Transistors

DEVELOPMENT of an experimental transistorized automobile radio that operates directly from a 6-volt car battery and requires only about one-tenth the power used by conventional car radios was announced last week by RCA at a meeting of the southern district of American Institute of Electrical Engineers. Details were given at a meeting in St. Petersburg, Fla., by Larry A. Freedman, Thomas O. Stanley and David D. Holmes of the David Sarnoff Research Labs.

The new radio uses nine transistors instead of electron tubes. The RCA representatives emphasized that the radio creates so little drain on a car battery that it could eliminate many cases of battery failure. It requires no vibrator or power transformer or rectifier which are needed in vacuum-tube car radios to increase and control the power level.

LIGHT, ATOMIC RADIATION CONVERTED BY RCA DEVICE

PRODUCTION of a tiny semiconductor device that converts either light or atomic radiation directly to usable electrical energy was announced last week by RCA. The device is a silicon junction similar to those used in transistors and in the RCA atomic battery which uses light and radioactive material interchangeably as sources of radiation.

The battery unit was described at a southern district meeting of the American Institute of Electrical Engineers at St. Petersburg, Fla., by Dr. Ernest G. Linder, Paul Rappaport and Dr. J. J. Loferski of RCA.

February Radio-Tv Sales Mark Gain Over Last Year

SALES of radio and tv sets by retail stores in February ran higher than the 1954 level, according to Radio-Electronics-Tv Mfrs. Assn. Sales of radio sets (non-including car auto sets) totaled 320,042 units in February compared to 474,947 in January and 262,679 in February 1954. Two-month sales in 1955 totaled 794,988 sets compared to 753,302 in the first two months of 1954. Auto sets do not move through retail channels.

Sales of tv sets totaled 626,613 units in Feb. compared to 647,585 in January and 532,177 in February 1954. Two-month tv sales in 1955 totaled 1,274,198 sets compared to 1,267,934 in 1954.

ELECTRONICS SALES RECORD PREDICTED FOR 1955 BY CRAIG

TOTAL gross sales volume of America's electronics industry this year will be "appreciably" more than the record $52.25 million established last year, it was predicted last week by John W. Craig, vice president and general manager of the RCA Home Appliance Div.

Mr. Craig offered this prediction in a talk before the Centennial Symposium of the School of Business and Public Service of Michigan State College. He asserted that "Nowhere in the history of mankind is there a business success story to match that of the electronics industry."

Tv Picture Tube Sales Up


MANUFACTURING PEOPLE

Edward R. Taylor, vice president of marketing and assistant to president, and Walter B. Scott, vice president of manufacturing and military products, Motorola Inc., Chicago, nominated for directorships. Elections will be held following annual shareholders meeting May 2.

Jack S. Beldon, formerly marketing manager, air conditioning group, General Electric Co., Schenectady, N. Y., named manager, marketing radio-tv department.

Robert Pappas appointed quality control manager, Ampex Corp. (magnetic tape recorders), Redwood City, Calif.

Charles T. Humphrey, manager, Kansas City service district, lamp div., General Electric Co., Schenectady, N. Y., named manager of marketing administrative services, special control department.
**AMERICAN WOMEN IN RADIO AND TELEVISION**

extend a cordial invitation to

**WOMEN BROADCASTERS AND EXECUTIVES**

**OF**

**STATIONS, NETWORKS AND AGENCIES**

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**Drake Hotel, Chicago, Illinois**

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Registration: Members $15.00, Others $20.00

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**AWRT, Room 5684, 70 East 45 St., New York 17, N. Y.**
promising that subscriber service could provide superior programming, he said he believed the average family will watch 10 sponsored programs in an average week for every one on paid tv. "We will be delighted if the average family buys $2 worth of subscription programs per week," he said, predicting over a third of tv's total future revenue will come from subscription service.

Mr. Starr smilingly referred to what he termed Comdr. McDonald's dreams of $20 million dropped into Zenith slot machines" in living rooms when the "very best you can get for your money is what you're now getting free."

Mr. Starr speculated on a flight among pay-to-see patent holders; suggested it would cost the public a billion dollars "just to get ready to put our dollars in the slot," claimed free and coin-box tv "can't co-exist," saw possible monopolistic control in paid tv, including the Paramount Pictures 80% ownership of International Telemeter; wondered who would collect a 10% federal tax on admissions; contemplated opposition to paid tv from tv networks, transportation companies, retail merchants groups, restaurants, real estate associations, hospitalized veterans, shut-ins, set owners and others.

Citing "Peter Pan" and other telecasts, he said, "All the proponents of toll-tv can say is, 'We will give you more of the same, but not for free.'" He doubted if the small-town subscription market was worth the cost of handling.

In a statement filed with the FCC, Gilbert Miller, theatre owner and Broadway producer, favored subscription tv as "a tremendous aid to the legitimate theatre."

Round-table discussion on pay-to-see tv was aired yesterday (Sunday) on Reviewing Stand, show produced by the radio department of Northwestern U., on MBS. Appearing on the panel were Trueman T. Rembush, co-chairman of Organizations for Free Tv; Larry Walters, radio-tv editor, Chicago Tribune, and Mr. Wright for Zenith.

Mr. Rembush and Mr. Starr, have launched a program designed to acquaint television viewers with "dangerous implications in proposed pay-as-you-see-tv systems now being considered by the FCC affecting the national economy, threatening today's free programs and otherwise disrupting the broadcasting industry." Their group lauded the NARTB stand against fee-tv.

DOHERTY NAMED TO NATS POST

RICHARD P. DOHERTY, president of Television-Radio Management Corp., has joined the newly-formed National Affiliated Television Stations' Inc. as director of management services in addition to serving as president of his management concern. Mr. Swartz, secretary-treasurer of NATS, announced today (Monday).

Mr. Doherty, formerly a vice president of NARTB, will work with NATS in expanding station membership and in rendering operating, programming, costs and other management services to NATS members.

Mr. Swartz said that the NATS development program, sponsored by General Electric Co., has met with a "tremendous response from all branches of the broadcasting industry, and we are confident that Mr. Doherty's employment will be met with the same enthusiasm." NATS, Mr. Swartz explained, is a national organization of both vhf and uhf stations designed to improve the revenue and profit of individual station members.

Mr. Doherty was with NARTB from 1946 to 1954 where he developed an operating cost yardstick for tv station operations. He also worked on continuing studies and surveys on such subjects as operating manpower in local stations, employment and management problems, and cost accounting for both vhf and uhf stations.

Mr. Doherty has also been active as an industry representative on a number of government boards. He has been a member of the U. S. Chamber of Commerce committees on advertising and employer-employee relationships.

AT&T Seeks New Facilities

APPLICATION was filed with FCC last Wednesday by the Long Lines Dept. of AT&T and associated companies seeking authority to construct new telephone facilities costing about $27 million.

A Long Lines announcement said the application also outlines plans for converting the Dallas-Los Angeles coaxial cable to a newer type transmission system called "L3 Carrier."

The conversion, AT&T said, would make available about 1,200 additional telephone circuits and two additional television channels.

— PROFESSIONAL SERVICES —

Cohen Joins Cohn & Marks

STANLEY B. COHEN, former FCC Hearing Division trial attorney and more recently associated with Washington attorney Leo Resnick, has joined the Washington law office of Cohn & Marks, it was announced last week.

Mr. Cohen was graduated from Brooklyn College, N. Y., in 1947 and from Harvard Law School in 1950. He was with the FCC until 1954, when he left to join Mr. Resnick, former FCC hearing examiner.

Mr. Cohen was with the Army in the European Theatre during World War II. He is a member of the New York and District of Columbia Bar Assns., the Bar of the Court of Appeals and the Federal Communications Bar Assn.

Bacon, Sause Form NATA

FORMATION of the National Assn. of Television Advertisers, Glens Falls, N. Y., to obtain maximum public relations benefits for tv broadcasters, has been announced by Paul W. Bacon, executive director, and Frank A. Sause, director of sales. Messrs. Bacon and Sause resigned from National Radio Representatives, where they served as eastern division agents and account executive, respectively, to form the organization.
Sure I want to fight Communism—but how?

With “TRUTH DOLLARS”—that’s how!
Your “Truth Dollars” fight Communism in its own back yard—behind the Iron Curtain. Give “Truth Dollars” and get in the fight!

“Truth Dollars” send words of truth and hope to the 70 million freedom loving people behind the Iron Curtain.

These words broadcast over Radio Free Europe’s 29 transmitters reach Poles, Czechoslovaks, Hungarians, Romanians and Bulgarians. RFE is supported by the voluntary, cooperative action of millions of Americans engaged in this fight of good against evil.

How do “Truth Dollars” fight Communism? By exposing Red lies... revealing news suppressed by Moscow and by unmasking Communist collaborators. The broadcasts are by exiles in the native tongues of the people to whom they are beamed.

Radio Free Europe is hurting Communism in its own back yard. We know by Red efforts to “jam” our programs (so far without success). To successfully continue these broadcasts, even more transmitters are needed.

Every dollar buys 100 words of truth. That’s how hard “Truth Dollars” work. Your dollars will help 70 million people resist the Kremlin. Keep the truth turned on. Send as many “Truth Dollars” as you can (if possible, a dollar for each member of your family). The need is now.

Support Radio Free Europe

Send your “Truth Dollars” to CRUSADE FOR FREEDOM c/o your Postmaster

(FORWARD by BROADCASTING TELECASTING)

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**PERSONNEL RELATIONS**

WGA National Meeting Discusses Network Progress

PROGRESS report on month-long New York negotiations for a live tv and a freelance radio contract between networks and Writers Guild of America highlighted the first WGA national council meeting, which ended in Hollywood yesterday (Sunday).

Representatives of WGA East, New York, at WGA West, Hollywood, also elected a national council chairman for a two year term to act as liaison between WGA and WGAW and to mediate issues arising between planned biannual meetings.

Additionally, the WGA council heard a discussion of film tv negotiations, to start shortly in Hollywood; signed a formal affiliation agreement between WGAW and WGA, and agreed on joint corporate procedures (i.e. working rules, credits manual, unfair lists, combined awards dinner, bulletin, market list, copyrights, etc.).

Paul Franklin, WGAW vice president, was national council meeting president. National council meetings will alternate between coasts, with the next scheduled for New York in October.

**WOR-AM-TV, Musicians Local Near End of Year's Dispute**

LONG-STANDING dispute between WOR-AM, New York and Local 802, American Federation of Musicians (AFL), is headed for settlement in accordance with terms of a contract announced last week calling for the employment of union musicians at the stations. The contract is expected to be signed within the next two weeks.

A joint announcement by Gordon Gray, general manager of the stations, and Al Masutti, president of Local 802, said the contract, which will run until Feb. 1, 1959, calls for an outgoing by the WOR division of General Teleradio Inc. of $117,500 annually for "live" music.

It is reported that the annual outlay of funds will provide for the employment of 14 musicians, a conductor and a director, said to be Ted Steele.

The stations have employed no musicians since March 1, 1954, when the old contract expired [WBT, March 1, 1954]. At that time the stations had a staff of 40 musicians, costing an estimated $400,000 a year. The union originally insisted on the employment of 40 staff musicians, while the stations had demanded the right to hire musicians "as needed."

**Bell Strike Hampers Tv**

INTERRUPTION of radio and tv network programs continued last week on a sporadic basis as the strike of Communications Workers of America (CIO) against Southern Bell Telephone & Telegraph Co. neared the end of its fifth week.

The three Atlanta tv stations suffered audio interruptions the evening of April 9 when twin cables were cut near Atlanta on the Atlanta-Charlotte link. WSB-TV lost 16 minutes of sound during the "Merry Widow" on NBC-TV. WAGA lost 13 minutes during "Two for the Money" on CBS-TV. WLWA (TV) was off a half-hour during Ozark Jubilee on ABC-TV. The audio circuits were re-routed around the break.

**PERSONNEL RELATION PEOPLE**


**NETWORKS**

CBS RADIO NAMES TWO SALES HEADS

Lochridge appointed eastern sales manager for CBS Radio, succeeding Overall. Reitzel to become sales manager of Detroit office.

APPOINTMENTS of Ben Lochridge as eastern sales manager for CBS Radio with headquarters in New York and of Bok Reitzel as sales manager of the Detroit office, effective May 2, were announced last week by John Karol, CBS Milwaukee; Blair McCullough, WGAL-TV Lancaster, Pa.; William Fay, WHAM-TV Rochester; Jack Harris, KPRC-TV Houston; E. R. Videboncorne, WSYR-TV Syracuse, N. Y.; Howard Bee, KRON-TV San Francisco; James Moore, WSLS-TV Roanoke, Va.; Fred Mueller, WEEK-TV Peoria, Ill., and David Baltimore, WBRE-TV Wilkes-Barre, Pa.

Neither NBC official will speak before the affiliates meeting is Robert W. Sarnoff, executive vice president; Thomas A. McAvity, vice president in charge of the television network; A. R. Pinkham, vice president for tv network programs; Joseph V. Heffernan, financial vice president, and Kenneth W. Bilby, vice president for public relations.

**Salk Release Break Evokes Criticisms**

PREMATURE release of the Salk vaccine story on NBC-TV's Today show drew protests of varying degrees from many quarters of the industry, most of them rebuking the network for violating the ethics of journalism.

NBC-TV broke the release time last Tuesday on the Salk vaccine story and explained it took this action primarily because "accurate and lengthy reports" of the news development had been carried "three weeks before the official release." NBC-TV presented the story at 9:20 a.m. EST, although the release time had been set for 10:20 a.m. EST.

The move was sharply criticized by Charles Collingwood, CBS TV network's commentator, on that network's Morning Show last Wednesday, and by Russ Van Dyke, president of the Radio-Television News Directors Assn. Both protests indicated that the NBC-TV action was a breach of ethics.

A formal statement from NBC said it had been told on April 8 that the evaluation study would not be held "after 9 a.m." last Tuesday, and accordingly notified an affiliate that the report would be put on the Today show. Last Monday, the statement continued, the network was informed that the release time was to be at 10:20 a.m. and it tried to have the original time of the release restored. The statement added:

"Since many metropolitan dailies and wire services had carried accurate and lengthy reports on the success of the vaccine as much as three weeks prior to the release date, NBC released a summary of the results as soon as the material was available."

A spokesman said that NBC would not go beyond its statement to identify the individual who had said originally that the study would not be held "after 9 a.m."

"Struck" or Ethics

Mr. Collingwood, in answer to a query from Jack Paar, host of the Morning Show, said that the direct action "struck at the fundamental ethics of journalism," and noted that CBS could have done the same thing, and said that he would "rather be beaten on a thing like this than break faith." Mr. Paar observed that NBC could apologize but that would be "locking the door after the chimpanzee got out."

Mr. Van Dyke, who is news director of KRNT Des Moines, said his organization was "much disturbed." He said he had been notified by the director of the Today show had broken the time of the release without warning to other media, and added:

"If true, he violated one of the oldest and most fundamental rules of journalism, and strong protests are in order for that."

Jim Bormann, news director of WCCO-AM-TV Minneapolis, said in a letter to Sylvester L. Weaver Jr., NBC president, that such an ex-
ample of “bad judgment... could unravel the fabric of confidence which has been diligently woven by responsible newsman in our craft.” He said “blunders” like this can be traced to news decisions being made by persons who are not “professional journalists.”

Asserting that broadcasting has long since come of age in journalism, Daniel W. Kops, vice president and general manager of WAVZ New Haven, Conn., said he felt as though “the clock had been turned back” when the release date was “knowingly and arbitrarily violated.”

This “cheap jumping” of the gun is a “sad commentary upon the honor” of NBC, declared William M. Brady, program director of WFRC Lincoln, Ill. He said the strict adherence to the release date is among the most ethical journalistic practices.

Thad M. Sandstrom, general manager of KSEK Pittsburgh, KAN, said the person responsible for the action “must be a man of conscience or honor.”

News of Salk Vaccine Spread by Radio-TV

RADIO AND TV led the way last Tuesday in disseminating the news that Dr. Jonas Salk’s $10 million anti-polio vaccine experiment was a success.

The material was handled in a variety of ways—live, closed-circuit and delayed broadcast and telecast—by local stations, regional networks and the national giants of mass communication (see IN REVIEW, page 15).

National Foundation for Infantile Paralysis President Basil O’Connor reported that Tuesday night 54,000 physicians in the U. S. and Canada saw a one-hour live closed-circuit telecast from Ann Arbor, Mich., where the Salk announcement was made.

ABC Radio arranged to have the broadcast beamed to 1.3 million students in midwest public and parochial schools, to the armed forces throughout the world via Armed Forces Radio Service and to two educational stations—WOST Atlanta, Ga., and WGBH (FM) Boston.

CBS, besides Edward R. Murrow’s coverage, presented Arthur Godfrey and CBS correspondents Winston Burdett and Douglas Edwards with background information and supplemental interviews. The network included an interview with Dr. Salk’s parents in a Wednesday 9-9:15 a.m. EST show.

Mutual presented a special 25-minute program with John Scott outlining the details of the medical development.

NBC disrupted its normal program schedule to rush news of the report to the public. Reporters Irving Levin, W. W. Chaplin and Jim Hurlbut gave on-the-scene accounts as details of the experiment were unveiled.

Last Thursday WBNS-TV Columbus, Ohio, presented its tribute to the outcome of the Salk tests, “Milestone—A Report to the People.” The half-hour program used film sequences and live interviews with local, county and national public health and school officials.

This Wednesday WMAZ-TV Macon, Ga., is scheduled to televise the first Salk anti-polio inoculations to take place in the county in which the station is located.

Collingwood Quits ‘Adventure’

CHARLES COLLINGWOOD last week announced he has decided to resign from CBS-TV’s ‘Adventure’ program (Sun. 3:30-4 p.m. EST), effective April 24, because of pressure of other CBS-TV assignments. Mr. Collingwood said he regretted the move, but noted that he appears each weekday on The Morning Show of CBS-TV and throughout the week on various other programs.
RADIO-TV PLAN TO COVER APRIL 26 A-BOMB BLAST

Preparations, detonation and aftermath of explosion at Nevada proving grounds to be heard and viewed in live programs from April 24-27.

PLANS for coverage of the atomic blast scheduled for April 26 at Yucca Flat, Nev., have been announced by both radio and television networks. In addition to the blast itself, plans for coverage of the preparation and aftermath of the explosion running April 24-27 were also announced. The presentation is designed to give the public an idea of what would happen if it were to undergo an atomic attack.

On April 26, the blast will be heard in a pool broadcast on ABC Radio, CBS Radio and NBC Radio, 8:15-8:30 a.m. EST. John Daly will broadcast for ABC. Walter Cronkite, Chet Huntley, Dallas Townsend, Jack Beck and Grant Holcomb will describe the event for CBS. Morgan Beatty and Herb Kaplow will handle NBC's radio coverage.

For two days preceding the test, CBS Radio plans to broadcast listener stories of the preparations to be heard principally on regular network shows. On April 27, CBS will report on the damage in a special program 10:10-15 p.m.

A spokesman for CBS said the network will also cover the blast but specific plans have not as yet been finalized.

Pool television coverage of the blast on Tuesday will be furnished by CBS-TV and NBC-TV with WTTW and WBBM-TV. The highlights of the explosion on its regularly scheduled newscasts. DuMont has no plans to cover the event. On the day of the explosion CBS-TV and NBC-TV will telecast two programs jointly—a preview of how to handle similar events at the target area, 7:10-7:20 a.m. and the blast itself, 8:30-8:40 a.m. CBS newsmen covering the explosion for the radio network will also handle the television coverage. NBC-TV will telecast two programs jointly—a preview of how to handle similar events at the target area, 7:10-7:20 a.m. and the blast itself, 8:30-8:40 a.m. CBS newsmen covering the explosion for the radio network will also handle the television coverage.

In addition to its pool coverage, NBC-TV will also photograph the explosion in color. These films will be processed in Hollywood and shown on the network's News Caravan on Tuesday evening.

Thompson, Sprague, Neal Get Appointments at NBC

APPOINTMENT of John H. Thompson as manager of news and special events, Pacific Div., of NBC, was announced last week by David Davidson Taylor, vice president in charge of public affairs. Mr. Thompson has been program director of KNBC San Francisco, NBC's West Coast station.

Other new assignments in the network's news and special events operation on the West Coast were also announced. Roger Sprague has been appointed supervisor of central news desk for both the radio and television networks. Roy Neal, who will continue as west coast commentator on NBC-TV's News Caravan and as a producer of special events. Both men will report to Mr. Thompson.

CBS Central Contracts Miller for Network Radio

CBS Central Div. last week signed an "exclusive" contract with disc jockey Howard Miller, looking toward his appearance on a network radio show, reportedly to be sponsored by the William Wrigley Co., it was revealed.

The pact would pay Mr. Miller $4,000 weekly. The contract also envisions proposed network TV programs out of Chicago at a later date, it was understood. Under the terms, Mr. Miller would be required to abandon all other radio-shows except his early-morning program on WIND Chicago.

Neither CBS nor the Wrigley firm would confirm details of the contract or the radio program Thursday.

Long identified with Chicago radio as a freelance, Mr. Miller now conducts, in addition to his radio record shows, a two-hour late evening telecast on WBBM-TV and a daily afternoon show, Close-up, on WNBE (TV).

NBC Film Div., Sales Staff Holds Three-Day Meeting

THREE-DAY meeting of the national sales staff of NBC Film Div. opened in New York last Wednesday with the agenda covering plans in sales, advertising and promotion, public relations, research, film traffic and shipping.

In attendance at the various sessions were Sylvester L. (Pat) Weaver, NBC president; Robert Sarnoff, executive vice president and formerly vice president in charge of the Film Div.; Carl M. Stanton, NBC vice president in charge of the division; H. Weller (Jake) Keever, national sales manager; Clifford Ogden, western sales manager, and Don Curtis, central sales manager.

The first two days of the meeting consisted of talks and panel discussions centering around plans on sales and supporting services for current properties. The meeting was devoted to plans for new properties, particularly the Steven Donavan, Western Marshal series.

NETWORK PEOPLE

Elizabeth Scofield, assistant to manager of magazine div., CBS-TV, to CBS-TV Person to Person staff as editorial associate, replacing Arthur Seiff, who left with CBS news & public affairs dept.; Alice Crocker, Broker & Morgan Assoc., (publicity) to CBS-TV's magazine div., replacing Miss Scofield.

George P. Herro, publicity and promotion, MBS midwest div., Chicago, appointed account executive; Elizabeth Troughton, assistant publicity and promotion manager, succeeds Mr. Herro.


Joan Cottingham, advertising copywriter, Westinghouse Electric International Co., N. Y., to advertising and promotion dept., ABC here as writer.


Thomas W. Sarnoff, production director, NBC Western Div., and Janyce Lois Lundon are to be married in May.


William Hohman, tv salesman, NBC Central Div., Chicago, father of girl, Susan.

CBS Donates Equipment To Educ. WTTW (TV)

CBS Central Div. has announced the gift of an auxiliary tv transmitter and antenna equipment to the Chicago Educational Television Assn., licensee of forthcoming WTTW (TV) on channel 22.

Formal presentation was made Tuesday by H. Leslie Atlass, vice president in charge of the network's Central Div., to Edward L. Ryerson, CETA president, in brief ceremonies at CBS Chicago headquarters. The equipment is valued at $757,000 and also includes a transmitter site in the Field Bldg., color tv facilities and a complete studio equipped with film cameras and office furniture. The network's own WBBM-TV Chicago had used the transmitter for "standby" purposes, particularly when it increased its power months ago to 200 kw.

In announcing the transfer of documents, Mr. Atlass noted that WBBM-TV has made its broadcasting facilities available on many occasions to "noteworthy causes," and that "our intention at CBS has always been to present educational and cultural programs in addition to those that entertain." He cited a number of programs produced by the educational and public affairs departments at the network and station levels.

Mr. Ryerson expressed appreciation for "this latest assistance to educational television" and said it would speed up the opening of WTTW's operations. "Since we already have our studio space, executive director and other key personnel lined up, we are now able to anticipate our target date as being on the air with test programs in the summer, and with educational programs by fall," he stated.

CETA had previously made arrangements for studio space in the Museum of Science & Industry, which it still plans to occupy.

Clendenen Says Delinquency Has Many Roots, Causes

JUVENILE DELINQUENCY has "multiple roots" and many causes besides the depiction of crime on radio, television and in the movies; the Illinois Congressional "Educational & Cultural Leaders Assn." was told in Chicago last week at its 53d annual meeting.

-The speaker was Richard Clendenen, who last February resigned as executive director of the Senate Judiciary Subcommittee to investigate juvenile delinquency. He spoke at Thursday's opening session of a three-day meeting at the Conrad Hilton Hotel.

"Major problem confronting efforts to develop effective delinquency control programs is the tendency of theorists and social engineers to look at only part of the picture," Mr. Clendenen asserted. He said that "until we are wise enough and bold enough to develop programs embracing the several causative and contributing factors, the problem of juvenile delinquency will not be met."

McConnaughy, Hennock Address IERT Meet

(Also see related awards story, page 104)

EDUCATION and radio-tv were the major topics discussed in addresses last week by FCC Chairman George C. McConnaughy and Comr. C. Henry Hennock at the Institute for Education by Radio-Television held under the auspices of Ohio State U. at Columbus.

Mr. McConnaughy once again spoke of his
strong convictions on the subject of minimum government control. Mr. McConnaughey referred to the 237 channels now reserved for educational TV, 85 VHF and 172 UHF. Of these, he said, 34 are presently authorized with seven VHF and two UHF operating under special temporary authority. Mr. McConnaughey called for patience by government agencies and noted that “At the present time the activities of educational broadcasting are not straining my patience.” The FCC chairman further noted that “television and radio provide one of the most potent means by which we disseminate information by the visual and aural method which is necessary for mass education.”

Comr. Henock discussed the subject of campus radio stations and urged “every college and university in this country, not only to establish college campus radio stations—themselves very important—but to build both radio and television educational stations in their communities as well.” Miss Henock noted that there are presently 200 operating campus radio stations and that they are now especially important “when the family television screen is replete with crime and horror programs of such a sortil character that it corrodes and insidiously eats into the minds of children under the guise of entertainment.”

New York Teachers Take Closed-Circuit TV Exam

GROUP of 720 New York City public school teachers seeking licenses as school principals watched a closed-circuit telecast last week which was produced by the board of examiners of the city school system and WCHS-TV New York.

The classroom scenes, set up in a WCHS-TV studio, were viewed by the teachers who were assembled in a large auditorium.

Prior to the closed-circuit experiment, principal examinations were taken by teachers who visited schools in small groups to inspect classes and the way in which they were handled. Estimated cost of the closed-circuit telecast was $4,500. Under the former system, the cost for substitute teachers for those taking the examination would have been $12,000.

Educ. TV Group Appointments

THOMAS A. VAN SANT, chairman of the board, Baltimore Community Educational TV Inc., has announced the following appointments to the board of directors: Ruth Dudderar, Anne Arundel County (Md.) Board of Education; Thomas G. McCausland, Junior Asn. of Commerce; Ken Carter, WAAV (TV) Baltimore; Donald S. Frank, Baltimore Area Project; Mrs. George H. Kastendike, Junior League of Baltimore; Edyth Onion, Bureau of Recreation; William Ewald, Retail Merchants Assn., and Mrs. Richard A. Skryock who will represent the following groups—YWCA, American Assn. of University Women; Baltimore District of Women Voters and the National Council of Jewish Women.

WGLV (TV) Forms Educ. Unit

AN EDUCATIONAL Advisory Committee has been formed at WGLV (TV) Easton, Pa., to aid in the preparation of a series of educational programs to be seen next fall on the ch. 57 station.

Advisory committee members are: Chairman Ralph Charles Wood, Muhlenberg College, Allentown; M. Candler Lazenby, Lehigh U., Bethlehem; James R. Vitelli, Lafayette College, Easton, and John R. Porterfield, WGLV general manager.
AWARDS

OHIO GROUP LISTS RADIO, TV AWARDS

RADIO-TV awards and honorable mentions of the 19th American Exhibition of Educational Radio & Television Programs were announced last week. The exhibition was held in Columbus in conjunction with the annual Ohio State U. Institute for Education by Radio-Television (see page 102).

Awards are:

Part I. Television Awards

Group I. Network

Class 1.—To Special Interest Groups: Women’s, Agriculture, Religious, etc.
First Award. Frontiers of Faith, to national organizations representing the three major faiths in the United States. Telecast on NBC-TV.
Honorable Mention. Living, to the Committee on Broadcasting Companies. Broadcast from Toronto on CBC.
Special Award. The National Farm and Home Hour for its coverage of the highlights of the International Livestock Exposition and National 4-H Club Congress to NBC. Broadcast from Chicago by NBC-TV.
Class 2.—Cultural, Drama, Art, Science, Literature, etc.
First Award. Adventure, to CBS.
Honorable Mention. Summer Festival, to CBC.
Honorable Mention. NBC-TV Opera Theatre, to NBC.
Honorable Mention. March of Medicine, to NBC. American Medical Assn. and Smith, Kline & French.
Special Award. Disneyland, to ABC and Walt Disney Productions.
Class 3—Public Affairs: Issues, Problems, Documentaries, News Interpretation, etc.
First Award. The Search, to CBS.
Class 4—Dealing with Basic Freedoms.
No first award.
Honorable Mention. Press Conference, to CBC.
Class 5—Systematic Instruction: Telecourses, etc.
First Award. Prescription for Living, to McCann-Erickson and Standard Oil Co. of Ohio. Broadcast from Cleveland over Special Ohio Television Network.
Class 6—Programs for Children and Youth (out-of-school listening).
First Award. Watch Mr. Wizard, to Jules Power Productions Inc. and NBC.
Honorable Mention. Ding Dong School, to NBC.
Honorable Mention. Zoo Parade, to NBC.
Honorable Mention. Junior Science, to Motion Pictures for Television Inc. Broadcast on various stations.
Class 7—School Telecasts (for use in school classrooms).
First Award. Let’s Take a Look (experimental school telecast series), to CBC and National Advisory Council on School Broadcasting.

Group II. Local and Regional Stations or Organizations

Class 1.—To Special Interest Groups: Women’s, Agriculture, Religious, etc.
First Award. Your Health, to WOI-TV Ames, Iowa, and Iowa Medical Society.
No honorable mention.
Special Award. Thursday’s Child, to WOI-TV Ames, Iowa, and Iowa State College.
Class 2—Cultural, Drama, Art, Science, Literature, etc.

First Award. Princeton ’54, to WRCA-TV New York and Princeton U.
Honorable Mention. The Great Plains Trilogy, to the U. of Nebraska Television. Broadcast from Lincoln over KOLN-TV.
Honorable Mention. Walker in the City, to KETC (TV) St. Louis and Washington U.
Honorable Mention. Inquiry, to KPIX (TV) San Francisco and the U. of California.
Class 3—Public Affairs: Issues, Problems, Documentaries, News Interpretation, etc.
First Award. Soap Box, to KETC (TV) St. Louis.
Honorable Mention. Through Other Eyes, to WRCA-TV New York in cooperation with Herb Moss and Pierre Grenesse.
Class 4—Dealing with Basic Freedoms.
Honorable Mention. Know Your Constitution, to WTVI (TV) Miami, Fla.
Class 5—Systematic Instruction: Telecourses, etc.
First Award. Psychology on TV, to KNXT (TV) Los Angeles and the U. of Southern California.
Honorable Mention. Introduction to Art, to KNXT (TV) Los Angeles and the U. of California at Los Angeles.
Class 6—Programs for Children and Youth (out-of-school listening).
First Award. The Friendly Giant, to WHA-TV Madison, Wis., U. of Wisconsin.
Special Award. On the Carousel, to WCBS-TV New York and New York City Public Schools.
Class 7—School Telecasts (for use in school classrooms).
First Award. Iowa TV Schooltime—Landmarks in Iowa History, to Iowa Joint Committee on Educational Television and WOI-TV Ames.
Honorable Mention. Let’s Make Music, to St. Louis Educational Television Commission and KETC (TV) St. Louis.
Special Unclassified Award. Combat Television (in color), to the Army Signal Corps in cooperation with the Radio Corporation of America and NBC. Broadcast from Fort George Meade, Md., over NBC-TV.

Part II. Radio Awards

Group I. Programs Heard Nationally by Network or Transmission

Class 1—To Special Interest Groups: Women’s, Agriculture, Religious, etc.
First Award. Summer Fallow, to CBC.
Honorable Mention. Trans-Canada Matinee, to CBC.
Class 2—Cultural, Drama, Science, Literature, Music (not straight music).
First Award. Stage 55, to CBC.
Honorable Mention. Conversation, to NBC.
Honorable Mention. CBC Wednesday Night, to CBC.
Class 3—Dealing with Personal and Social Problems.
First Award. What’s in Your Mind, to CBC, Broadcast over the Dominion Network of CBC.
Class 4—Public Affairs.
First Award. The World Today, to CBS.
Honorable Mention: The American Forum, to the American Forum and NBC.

Class 5—Dealing with Basic Freedoms.
First Award. Columbia University Bi-Centennial Dramas, to Center for Mass Communication, Columbia, U., and NBC.
Honorable Mention. Cross-Section—Community in Crisis, to CBC.

Class 6—Special One-Time Broadcasts.
First Award. The High Mountain, to CBS. Broadcast from New York over CBS.
Honorable Mention. His Finest Hour—Winston Churchill, to NBC.

Class 7—Children and Youth (out-of-school listening).
First Award. Sounds Fun, to Junior League of Toronto and CBC.
Honorable Mention. The Quiet Force, to CBC.

Class 8—Designed for In-School Use by Pupils in Primary Grades (approximately Grades I-III).
No award.

Class 9—Designed for In-School Use by Pupils in Intermediate Grades (approximately Grades IV-VI).
No first award.

Honorable Mention. Voices of the Wild, to CBC and the National Advisory Council on School Broadcasting.

Class 10—Designed for In-School Use by Pupils in Junior and Senior High School (approximately Grades VII-XII).
First Award. Pioneer Settlements, to Ontario Dept. of Education and CBC.

Group II. Regional Networks, Regional Organizations and Regional and Clear-Channel Stations (5 to 30 Kw)

Class I—To Special Interest Groups: Women's, Agriculture, Religious, etc.
First Award. The Ethnic History of Wisconsin, to Wisconsin State Broadcasting Service.
Honorable Mention. Today in Business, to CFAC Calgary, Alberta.

Class 2—Cultural: Drama, Science, Literature, Music (not straight music).
First Award. American Adventure, to Communications Center, U. of North Carolina. Broadcast from Chapel Hill over the Tape Network of the National Assn. of Educational Broadcasters.
Honorable Mention. The Roots of Jazz, to WOI Ames, Iowa.

Class 3—Dealing with Personal and Social Problems.
First Award. Report to the People, to WMCA New York.
Honorable Mention. How's the Family? to WSUI, State U. of Iowa. Broadcast from Iowa City over the Tape Network of the National Assn. of Educational Broadcasters.
Honorable Mention. This Is Los Angeles, to KNX Los Angeles.

Class 4—Public Affairs.
First Award. This Week in the News, to CFAC Calgary.

Class 5—Dealing with Basic Freedoms.
Honorable Mention. What I Believe, to WHAM Rochester, N. Y.

Class 6—Special One-Time Broadcasts.
First Award. A December Day in Jerusalem, to WHA Madison, Wis., University of Wisconsin.

Honorable Mention. Eclipse, to U. of Michigan Broadcast Service. Broadcast from Ann Arbor over WUOM.

Class 7—Children and Youth (out-of-school listening).
First Award. Young Book Reviewers, to WMCA New York.

Honorable Mention. Children's Bookshelf, to the Junior League of Pittsburgh.Broadcast from Pittsburgh station WCAM.

Class 8—Designed for In-School Use by Pupils in Primary Grades (approximately Grades I-III).
First Award. Let's Sing, to the Minnesota School of the Air. Broadcast from Minneapolis over KUOM, U. of Minnesota.

Honorable Mention. Adventures in Speech, to Manitoba Dept. of Education.

Special Award. Tales From the Four Winds, to WNYE New York City Board of Education. Broadcast over WNYE and WNYC.

Class 9—Designed for In-School Use by Pupils in Intermediate Grades (approximately Grades IV-VI).
First Award. A Day to Remember, to WNYE New York City Board of Education.
First Award. Standard School Broadcast, to Standard Oil Co. of California. Broadcast from San Francisco over a special western network.

Honorable Mention. Darkness at Dawn, to the Minnesota School of the Air. Broadcast from Minneapolis over KUOM, U. of Minnesota.

Honorable Mention. Classroom Playhouse, to WBGO Newark, N. J., Board of Education.

Class 10—Dealing with Personal and Social Problems.
First Award. Red Man in Michigan, to the U. of Michigan Broadcast Service. Broadcast from Ann Arbor over WUOM.

Honorable Mention. Ecoutez!, to the British Columbia Dept. of Education and the CBC.

Honorable Mention. Listening Is Fun, to the Departments of Education of Manitoba, Saskatchewan, Alberta and British Columbia, and CBC.

Special Award. English, to Ontario Dept. of Education and CBC.

Group III. Local Organizations and Local Stations (less than 5 Kw)

Class 1—To Special Interest Groups: Women's, Agriculture, Religious, etc.
No first award.


Class 2—Cultural: Drama, Science, Literature, Music (not straight music).
First Award. Behind the Scenes in Music, to the National Orchestra Assn. Inc. Broadcast from New York over WNYC.


Class 3—Dealing with Personal and Social Problems.
First Award. Psychologically Speaking, to WEVD New York, University of the Air, and Mrs. Lee R. Steiner.

Class 4—Public Affairs.
First Award. Men Behind the News, to CBC.

Honorable Mention. Continental Comment, to WBAA West Lafayette, Ind., Purdue U.

Class 5—Dealing with Basic Freedoms.
First Award. The American Story—Nathaniel Bacon, to Broadcast Music Inc. Broad-
AWARDS

PROGRAMS & PROMOTION

NO PLACE LIKE HOME

“FAMILIES are Fun . . . Are You Really Enjoying Yours?”This is the theme of a new series of programs produced by the Junior League of Fort Worth which has started on WBAP-TV there. Titled Family Affair, the program is designed to keep families happier through parent education. The series will answer a recent survey among parents on their most difficult family problems and features authorities on family relations who discuss the topics. Among the topics slated are division of authority of parents, discipline, mutual trust and understanding of adolescents, family quarreling, rights and responsibilities and time management.

TEENAGE HOP ON WBLK

IN A CITY lacking recreational facilities, especially for teenagers, WBLK-Clarksburg, W. Va., and the local Moose Lodge are collaborating in staging a weekly teenage record hop in the new Moose auditorium. Records are played through a p.a. system and all at the same time. The first broadcast was for an hour and a half each Thursday evening. In a city of 32,000, the first party drew over a thousand youngsters and in two weeks worked up to 1,500. A night club atmosphere is maintained with ladies of the Moose serving as hostesses rather than chaperones. Teenagers are issued Moose Teen Hop cards and admission is free. Refreshments are served and the program is highlighted with contests. The only concern facing WBLK and the Moose Lodge is finding space for the mounting crowds.

COMBINED CHURCH SERVICE

WWOR-TV Worcester, Mass., Sunday, April 3, teletac a two- and one-half hour multi-lingual service of the joining of four orthodox church groups at the Worcester Auditorium. Celebrants of the mass, combining the Syrian, Greek, Russian and Roumanian church clergy and faithful in holy worship, were Anthony Bashich, metropolitan archbishop of New York and North America of the Syrian Orthodox Church, and Samuel David, archbishop of the Syrian Orthodox Archdiocese of Toledo, Ohio, assisted by the bishop Bashich. The combined mass was planned to the joining as without parallel in American history. WWOR-TV reports its switchboard was clogged with calls for an hour and one-half after the telecast from viewers expressing appreciation for the program.

CHURCH PROGRAM MILESTONE

SHADYSIDE Presbyterian Church in Pittsburgh has celebrated its first year of rebroadcasting its regular Sunday morning services on KDKA there at 11:15 p.m.-12:15 a.m. Sunday evenings. According to Dr. Howard C. Schaefer, pastor of the church, the 1,000 programs fill a need since many churches have discontinued Sunday evening worship services. Many letters, too, many to count for a year’s results, from all over the country and Canada have been received by persons expressing appreciation for the broadcasts. The idea for the airings was conceived by Robert E. Grove, executive vice president of Ketchum, MacLeod & Grove, Pittsburgh.

A ‘GAL CALLED KONI’

PROMOTION BOOKLET “about a gal called KONI” has been distributed to advertisers and agencies by KONI Phoenix. The station, “hun- man, almost,” is personified into a girl named “Connie” and the brochure describes her pro- gramming format, area served, advertising costs and appeal to listeners. KONI, with one female disc m.c. and seven male announcers, heavily emphasizes music, with news headlines on the hour and daily interviews.

WKY-TV’S COLORCASTS

THIRTY-SEVEN hours of local color program- ming were presented by WKY-TV Oklahoma City March 27-April 3, the week of the Ninth Annual Greater Oklahoma Home Show. Spon- sored by the Oklahoma City Home Builders Assn., the 1955 show was built around a color theme in its application to home decoration and furnishing. An estimated 120,000 Oklah- monians saw WKY’s colorcasts, according to the station. Twelve color sets were shown by local distributors during the WKY originated a daily record program show.

WNBK (TV) COVERS BOWLING

WNBK (TV) Cleveland televised the annual Charity Bowling Tournament of the city in which each entrant paid $5 for the privilege of bowling one half. A strike won a sports shirt for the bowler and each participant who missed received a souvenir trophy. Funds received go to the Society for Crippled Children, YMCA, Heart Fund, Cancer Society and Bowler’s Victory Legion, a national bowlers’ fund providing medical care and hospital service veter- ans. Among participants were the mayors of Cleveland and Lloyd E. Yoder, general manager of WTAM-WBNK.

KOWL CHINESE PROGRAM

KOWL-Santa Monica, Calif., which specializes in Negro, Mexican and foreign language pro- gramming, has begun a half-hour Chi- nese-language program, with announcer Dan Yee translating commercials, news and record comments into Chinese.

General Mills-Lone Ranger Contest Winners Announced

TEN winners have been named in the Feb- ruary nation-wide promotional contest for The Lone Ranger, which was sponsored by General Mills and The Lone Ranger Inc. in celebration of program’s 22d anniversary. The contest was open to promotion managers of the ABC-TV and CBS-TV stations carrying the program. Three top awards of $1,000, $500 and $250 were originally offered, but the winners of cash prizes were expanded to the top 10. Top winners were: first prize of $1,000 to Don Beedle, KTVT (TV) Sioux City, Iowa; second prize of $500 to Jack Schumacher, WICU (TV) Erie Pa., and third prize of $250 to Robert Baldrick, WXYZ-TV Detroit, Mich. Additional cash awards of $100 each went to (4th) Sara Jane Fritz, KTTR-TV Houston, Tex.; (5th) Dorothy Albee, WILK-TV Wilkes- Barre, Pa.; (6th) Rod Parkin, KUTV (TV) Salt Lake City, Utah. Four prizes of $50 each went to (W. D. Evans, Jr., KGUL-TV Galveston, Tex.; (8th) Barbara Haddox, WBNS- TV Columbus, Ohio; (9th) Dorothy Sanders, WLWD (TV) Dayton, Ohio; (10th) Bob Peel, WHEN-TV Syracuse, N. Y.

Three More Ky. ‘Mike’ Holders

THE ROLL of “Kentucky Mike” certificate holders, named recently by Kentucky Broad- casters Association, were restated the persons not men- tioned in the original list (BT, April 4). The three, honored for outstanding service to KBA, are F. W. Munro, advertising manager of Ashland Oil & Refining Co., sponsoring all U. of Kentucky basketball and football games over a statewide network for seven years; Harold E. Fellows, NARTB president, and Ken Sparnum, BMI.

Portland Pinch Hitting

WHENtime and an untimely snowstorm seemed to spell finis to a planned sales meeting of H. P. Hood & Sons (dairy products), one salesman recovered the situation of WGAN-AM-Portland, Me. The Boston advertising agency relates how the station came to its rescue by taping four radio-television transcriptions in 12 minutes—which included lining up tal- ent, equipment and sound effects. The emergency developed when William H. Ganick, vice president, and Richard Smith, account executive, both of the agency, arrived in Portland at noon in a raging blizzard to address a 1 p.m. meeting of salesmen of H. P. Hood & Sons (dairy products). The Portland station discovered the transcriptions, illustrating the radio-television section of the advertising schedule, had been left in Boston. Mr. Ganick made a hurried call for help to WGAN. Twelve minutes later, the agency reports, the job was done, and the agencymen arrived at the meeting with a few minutes to spare. The agency reports rave reviews of its salesmen, one salesman calling it "the best the company has ever given us."

The recordings, Mr. Ganick said, were "in many respects better than the original."

WGAN-AM- TV’s unprecedented "cooper- ation" and "assistance."
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)
April 7 through April 13

Includes data on new stations, changes in existing stations, ownership changes, hearing
cases, rules & standards changes and routine roundup.

Abbreviations:
CP—construction permit. DA—directional anten-
tenna. ERP—effective radiated power. BTL—
studio-transmitter link. wft.—watts; fmc—funic-
uous amplifier. vhf—very high frequency. uhf—
ultra high frequency. ant.—antenna. aur.—aural.
fn—visual. kw—kilowatts. w—watts. mc—
megacycles. d.—day. n.—night. ls—local sun-
set. mod.—modification. tr.—transmitter.
h.—hour. s.—station. kilocycles. sta—special service authorization. STA—special tem-
porary authorization. (FCC file and hearing
docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of March 31, 1953 *

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,698</td>
<td>531</td>
<td>133</td>
</tr>
<tr>
<td>135</td>
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<td>138</td>
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<td>102</td>
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<td>1</td>
<td>2</td>
<td>10</td>
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* Does not include noncommercial educational fm and tv stations.

Am and Fm Summary through April 6

<table>
<thead>
<tr>
<th>Am</th>
<th>Fm</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,707</td>
<td>2,701</td>
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Applications

Television Station Grants and Applications
Since April 14, 1952

<table>
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<tr>
<th>Grant Date</th>
<th>Channel</th>
<th>Form of Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 31, 1953</td>
<td>277</td>
<td>Commercial</td>
</tr>
<tr>
<td>March 31, 1953</td>
<td>17</td>
<td>Educational</td>
</tr>
<tr>
<td>March 31, 1953</td>
<td>18</td>
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<td>March 31, 1953</td>
<td>35</td>
<td>Commercial</td>
</tr>
<tr>
<td>March 31, 1953</td>
<td>12</td>
<td>Total</td>
</tr>
</tbody>
</table>

Total Operating Stations in U. S. : Total

<table>
<thead>
<tr>
<th>Channel</th>
<th>Form of Request</th>
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</thead>
<tbody>
<tr>
<td>277</td>
<td>Commercial</td>
</tr>
<tr>
<td>35</td>
<td>Total</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:

<table>
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<tr>
<th>Form of Request</th>
<th>Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Am</td>
<td>960</td>
</tr>
<tr>
<td>New Fm</td>
<td>377</td>
</tr>
<tr>
<td>New T</td>
<td>738</td>
</tr>
<tr>
<td>Total</td>
<td>1,016</td>
</tr>
</tbody>
</table>

Court's decision, in anthony wayne bestc, vs. FCC. granted April 6.

Applications

New TV Stations ... ACTIONS BY FCC

ACTION BY FCC

Florence, D. B.—The Hills Bestc, Co., granted
vhf, uhf, 13.5 kw visual, 2.5 kw audio; antenna
height above average terrain 710 ft., above
ground 1,370 ft. Estimated construction cost $150,000, first year operating cost $178,000.

Ephrata, Wash.—Basin TV Co., uhf ch. 61 (654-
656 mc): ERP 13.3 kw visual, 6.7 kw audio; anten-
tenna height above average terrain 656 ft., above
ground 198 ft. Estimated construction cost $85,405, first year operating cost $25,000, revenue $95,000.

APPLICATION

Ephrata, Wash.—Basin TV Co., uhf ch. 61 (654-
656 mc): ERP 13.3 kw visual, 6.7 kw audio; anten-
tenna height above average terrain 656 ft., above
ground 198 ft. Estimated construction cost $85,405, first year operating cost $25,000, revenue $95,000.

POST OFFICE ADDRESS: W. C. Talbot, 17 Fourth
Ave, Ridge, Seattle, "Transmitter location 1 mile
W of Ephrata. Geographic coordinates 47° 13' 45" N, 119° 33' 56" W. Long. Transmitter and anten-
a legal counsel. O. P. Prince, Washing-
ton. Consulting engineer Frank H. McIntosh, Wash-
ington. Principals include Casamont Bestc, Co. (100%).

APPLICATION

WANE-TV Pl. Wayne, Ind.—Radio Pl. Wayne
granted mod. of CP for ch. 8 to change trans-
mitter and studio locations to between State St.
and Spring St., 1 mile W of city limits. ERP 200 kw visual, 107 kw audio; antenna height above average terrain 746 ft. Grant is without prejudice to any action which the Commission may take in pending or future decision, in anthony wayne bestc, vs. FCC. granted April 6.

KPTV (TV) Portland, Ore.—Empire Co., granted
mod. of CP to ch. 12 to change ERP to 45 kw visual, 25 kw audio; antenna height above average terrain 530 ft. Granted April 6; announced April 12.

APPLICATION

WVRK-TV Lebanon, Pa.—Lebanon TV Corp.,
granted extension of 8 months to complete con-
struction of ch. 15 station. Station has been silent since Oct. 19, 1954; granted April 6.

APPLICATION

WABE (TV) Petersburg, Va.—Petersburg TV
Corp., granted mod. of CP to ch. 9 to change anten-
a height above terrain to 580 ft. without prejudice to any action which FCC may take pursuant to court decision in case of Southside Va. Telecasting Corp. vs. FCC. Granted April 6.

APPLICATION

KMBF-TV San Diego, Calif.—Warner-Alvare-
ncos, Inc. seeks mod. of CP for ch. 5 to change
ERP to 245 kw visual, 131 kw audio; antenna
height above average terrain 766 ft. Filed April

APPLICATION

KAKI (TV) Visalia, Calif.—Summa Tele-
casting Corp., seeks mod. of CP for ch. 5 to change loc-
tion to Fresno; change ERP to 20V kw visual, 150 kw audio; studio location to Nigerhead Creek, 8 miles E of Orange Cove, Calif.; transmitter location to be determined; antenna height above average terrain 1,637 ft. Filed April 8.

APPLICATION

BROADCASTING • TELECASTING

April 18, 1955 • Page 107

broadening's
gold mine
of bright new
instrumental tunes

STANDARD

SHORTY-TUNES

Monthly releases
of 20 current and
standard pop tunes—
each averaging only...

Minutes in length

Includes Top Talent instrumental selec-
tions—specially arranged and recorded
each month, expressly for this Standard
Shorty-Tunes service. 100% usable numbers
—no duds. Discs are 12 inch virgin vinylite,
high fidelity recorded at 33-1/3 rpm with
10 second spirals between selections for con-
tinuous play or easy cueing.

NOW NO CONTRACT REQUIRED
Buy Outright Month to Month

STANDARD

RADIODISC TRANSMISSION SERVICES, INC.

360 N. Michigan Ave., Chicago 1, Ill.

TWO HEARTS RECORDED BY

THE CHARMS
Deluxe

DORIS DAY
Columbia

DE MARCO SISTERS
Decca

PAT BOONE
Dot

FRANK SINATRA & THE
NUGGETS
Capitol

THE LANCERS
Coral

THE CREW CUTS
Mercury

ENITA ROBBINS & DON
WINTERS
Victor

THE WILDER BROTHERS
"X"

THE DODDLERS
Victor

PUBLISHED BY
ST. LOUIS MUSC. CORP.
IMMEDIATE DELIVERY

For new am station at Winfield, La. Filed April 5.

Belton, S. C.—Community Bstg. Co., 1250 kc, w/ day and nighttime, $1,800.

WFTL Pinesburg, Fla.—C. E. Cufferson, through stock reorganization, will own the remaining 49.6% interest. Granted April 5; announced April 12.

WFTU Ft. Lauderdale, Fla.—Gore Pub. Co., granted voluntary transfer of control to R. H. Gore Sr. (50.3%) through stock reorganization. R. H. Gore Co., parent company, will own the remaining 49.6% interest. Granted April 5; announced April 12.

WLCB Eustis, Fla.—Broadcasters Inc. granted voluntary assignment of license to Lake County Co., of Eustis, Fla. Filed April 6.

WBIZ Decatur, Ill.—WBZ Bstg. Co., granted voluntary transfer of control to B. F. C. Schroeder (50%), through stock reorganization. B. F. C. Schroeder (15%), public relations, producer-director, and 15% owner, WBTU Sturdi, La. Filed April 6.

Splashy: TV station at Winter Park, Fla. Filed April 6.


KJYK, High Point, N. C.—B. W. H. M. Co., granted voluntary transfer of control to R. H. Gore Sr. (50.3%) through stock reorganization. R. H. Gore Co., parent company, will own the remaining 49.6% interest. Granted April 5; announced April 12.


WJJO De Kalb, Ill.—WBZ Bstg. Co., granted voluntary transfer of control to B. F. C. Schroeder (50%), through stock reorganization. B. F. C. Schroeder (15%), public relations, producer-director, and 15% owner, WBTU Sturdi, La. Filed April 6.
VFUL Fulton, Ky.—Ken-Tenn Bestc. Corp., granted voluntary transfer of control to Warren L. Mixoy, who will assume 68.7% interest for $35,000. Mr. Mixoy is former theatre operator. Granted April 4.

WNES Central City, Ky.—Muhlenberg Bestc. Co., granted voluntary assignment of control by V. K. Anderson through acquisition of 75% interest in company's stock in consideration of the cancellation of notes for $7,500. Mr. Anderson will now own company. Granted April 8.

WSEM Pecos City, Md.—Walter F. Harris Jr., granted involuntary assignment of CP to Rutland H. Mixoy (100%), executor of the estate of Walter F. Harris Jr., deceased. Granted April 5; announcement April 5.


KYSF Santa Fe, N. M.—Santa Fe Bestc. Co. granted involuntary assignment of license to parent company New Mexico Bestc. Co. Granted April 5; announced April 12.

KPLK Dallas, Tex.—Edward C. McKravy Jr. & L.E. Phillips, granted voluntary assignment of control to CP from Polk County Broadcasting Co., who transferred its control to partnership with corporation with partners retaining identical interests. Granted April 6; announced April 12.


WAFC Staunton, Va.—Lloyd Cochonser, Willard F. Gance & Charles E. Heatwole d/b/a as American Home & Farm, granted voluntary assignment of license to American Home Bestc. Corp. No consideration involved as partners retain identical interest. Granted April 6; announced April 12.

WLOW Portmouth, Va.—Commonwealth Bestc. Corp., granted voluntary transfer of negative control to H. W. Burton. The transfer is from partnership to corporation with partners retaining identical interests. Granted April 6; announced April 12.

WTHW Williamsport, Pa.—Williamson Bestc. Corp., granted voluntary transfer of control of Allan Shein through purchase of 68.7% interest for $18,500. Allan Shein will now own 69.1% interest. Granted April 8; announced April 12.

APPLICATIONS

WLAY Muscle Shoals, Ala.—Muscle Shoals Broadcasting Co., granted application for license and assignment of license to M. C. Gregory for $110,000. Mr. Gregory, in turn, seeks assignment to WSU. Granted April 6; separate application.

WKBW Rochester, N. Y.—C. H. Lehrman Co., Inc., seeks voluntary transfer of control through sale of all stock for $20,419 to L. D. Bently, a partner of WKBW. Pres. B. S. Bentley (48.5%), and Sec. Rachel B. Bentley (0.7%). Granted April 4.

KCOY Santa Maria, Calif.—News-Press Pub. Co. seeks voluntary transfer of control of station to Aracena Broadcasts for $34,000. Principals include Pres. James H. Ranger (21%), Vice Pres-Treas. Ed. J. Zucchari (38.5%), and Sec. Frank J. Nessim (28%), all employes at KXOB Stockton, Calif. Filed April 3.

WLAQ Rome, Ga.—News Pub. Co. seeks acquisition of control by Berrett H. Mooney Jr. (56%) and Frank H. Mooney Jr. (44%). Other principals include Jane F. Mooney (24%) and James F. Mann (26%). Filed April 4.

WKAI Macon, Ga.—The Macon Bestc. Co., seeks voluntary transfer of 56% of stock from William E. Schons and Edward Schons to A. B. Whiteley. Consideration is cancellation of $60,000 loan. Also involved is KLJL Estherhaz, Iows. Mr. Whiteley is executive of Minn. Mining & Mfg. Co. and director of KFST-AM-TV St. Paul. Edward Schons retains remaining 44% interest. Filed April 1.


KMNS Sioux City, Iows.—Bruckler Bestc. Ltd. seeks voluntary assignment to J. W. Johns Jr. (72%); Patricia Johns (3%); William F. Johns Sr. (3%); Penrose H. Johns (5%); and Robert J. Flynn (5%) d/b/a as Siouxland Bestc. Co. Co. grants $4,500 and Johns Sr. pays $4,000 each for 10% interest. Filed April 8.

Morehead, Ky.—Morehead Bestc. Co. seeks voluntary assignment to Morehead Bestc. Co. No consideration involved as application is to denote removal of Robert S. Bishof from partnership. Principals now are W. J. Sample; Claude L. Clayton and Ray Carnevale. Filed April 11.

WHXY Bogalusa, La.—Bogalusa Bestc. Corp., seeks voluntary transfer of control through sale of 50% interest for $63,500 to Charles W. Holt (33%), owner; and 1/2 owner, WHSY Hattiesburg, Miss.; Herbert Aplin (21.5%), auto dealer; Frank J. Zuchelli (19.5%), Circuit Court Judge; Mattie M. Climp (6%), and Emma H. Aplin (27%). Filed April 5.

WTOW Towson, Md.—Suburban Time Mart Inc., seeks involuntary assignment of license to WTW Inc. for sale plus any unpaid engineering fees not to exceed $200. Principals include Pres. John S. Booth (45%), 56% owner WWTV (TV) Elmira, N. Y. and 33% owner WCHA-AM-FM Chambersburg, Pa.; Vice Pres.-Sec. Owen J. McKinleys (10%), vice pres. WOKE Oak Ridge, Tenn., and Harry J. Daily (45%), Washington attorney and stockholder of WOKE and WMLO Millville, N. J. Filed April 4.

WGBM Greenwood, Miss.—P. K. Ewing seeks involuntary assignment of license to Mrs. P. K. Ewing (100%), widow of P. K. Ewing. Filed April 4.

WHSY Hattiesburg, Miss.—The Hub City Bestc. Co. seeks voluntary transfer of control through sale of remaining 50% interest for $13,500 to Charles W. Holt and Connie L. Holt. Mr. Holt is 1/2 owner of WHXY Bogalusa and WHSY McComb, Miss. Filed April 5.

WHVY McComb, Miss.—WSKB Inc. seeks voluntary transfer of control through sale of 50% interest for $10,000 and assumption of obligations for $15,000 to Charles W. Holt (55%), 1/2 owner WHXY Bogalusa and 1/2 owner WHSY Hattiesburg, Miss.; Herbert Aplin (27.5%), auto dealer; Frank T. Zachary (15%), Circuit Court Judge; Mattie M. Climp (6%), and Emma H. Aplin (31%). Filed April 5.

KCRV Caruthersville, Mo.—Pemiscot Bevirs, seeks voluntary assignment of license to Pemiscot Bevirs, a partnership consisting of J. E. Taylor and Walter Y. Cleveland through purchase of 50% partnership interest of Robert L. Harrison for $9,800. Mr. Taylor will now own 65% and Mr. Cleveland 25% interest. Filed April 1.

C A M A R T
TV TRIPOD SUPPORTS

- TRIANGLE $29.50 Heavy duty center keystone casting locks legs and sturdy clamps assure solid support.

- CAR-TOP CLAMPS Insure a steady tripod support for your new real camera when at a station wagon or car platform. Heavy bronze construction. Weatherproof.

Set of three: $28.00

C A M A R T

America's oldest outdoor camera company MFG. 1910

Broadcasting • Telecasting

Let Walt Durbin's 60 years of TV experience capture the do-it-yourself trend for you.

already In its 34th market!

Walt's Workshop

The Nation's No. 1 how-to-do-it show!

April 18, 1955 • Page 109
Hearing Cases...

INITIAL DECISIONS

Hartville, Ala.—New am, 560 kc. FCC hearing examiner A. R. Cornwall issued initial decision looking toward grant of the application of Northwest Assn. Inc., for a new channel on 560 kc, at 560 kc, daytime only. By action April 6. By action April 6.

Paducah, Ky.—New tv, ch. 6. FCC hearing examiner William G. Butts issued an initial decision looking toward grant of the application of Columbia Acquisition Co. for a new tv station on ch. 6 in Paducah, Ky., and denial of the competing application of Paducah Newspapers Inc. Action April 6.

Omaha, Neb.—New tv, ch. 7. FCC hearing examiner Robert A. Hise issued an initial decision looking toward grant of the application of Herald Corp. for a new ch. 7 station in Omaha, Neb., and denial of the competing application of KFAQ Bestg. Co. Action April 6.

WFLA-CH, Tampa, Fla.—Ch. 7 proceeding. FCC scheduled for oral argument on May 2 the applications of Sunray TV Corp., East Coast TV Corp., Sunbeam TV Corp., for new tv stations on ch. 7 at Tampa. Action April 11.

WFBC Miami, Fla.—Advised that application for renewal of license indicates necessity of a hearing. Action April 5.

OTHER ACTIONS

WHMH, WAAH Miami Beach, Fla.—FCC advised that application for renewal of license indicates necessity of a hearing. Action April 5.

FOR THE RECORD

Report of the Commission

ALLEN HANFRY

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATION

1701 K St., N.W. Washington 6, D. C., N.A. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

Page 110 • April 18, 1955
Lambert B. Beenuckes
Management Specialist | Radio | Television

1015 Little Building
Boston, Massachusetts
Hullhead 2-2070

BROADCASTING  •  TELECASTING

ML 5667 GIVES 32,500 HOURS OF SERVICE AT WWV

A Machlett ML-5667 has given 32,500 hours of service in the final AF stage of the WWV 20 megacycle transmitter.

How do you choose the best transmitting tube?

Data sheets won't tell you... but tube performance, backed by the manufacturer's reputation, will.

Choose Machlett and you find... 57 years electron tube experience. Leadership in high vacuum technique. Design superiority in high power, big tube ruggedness and reliability. A specialist whose reputation has been achieved solely by the production of highest quality electron tubes.

Machlett tubes are distributed by

Graybar, Westrex, Dominion Sound

For full information on Machlett's extensive line of broadcast tubes, write

MACHLETT LABORATORIES, INC.
Springdale, Connecticut

April 18, 1955  •  Page 111
by Commissioner Robert T. Bartley on April 7

Grant petition for leave to intervene in re: application of KRCG-TV Eureka, (Docket 11326) for mod. of CP; and make stated petition in support of par. preceding with respect to items "2" and "3" in Commission's order of March 15.

The Air Transport Ass'n; The Department of Defense; The American Bankers Prin. In re: application of KRCO-TV Eureka, (Docket 11326) for mod. of CP; and make petition in support of par. preceding with respect to items "2" and "3" in Commission's order of March 15.

By Hearing Examiner Elizabeth A. Smith

WRBC Memphis, Tenn., WRCB Bestc. Service.--Granted petition for extension of time to file reply designations and objections in re application of WELD Tupelo, Miss. (Docket 11902), to April 15. (Action of 4/7).


WELD Tupelo, Miss., Tupelo Bestc. Co.--Ordered additional corrections to the transcript of testimony in re Docket 11902 be made as indicated. (Action of 4/6).

By Hearing Examiner Panney N. Litvin on April 6

WOPA Oak Park, Ill., Village Bestc Co.--Granted petition for leave to amend its application (Docket 4771). (Action of 4/6).

On request continued from April 16 to April 26 to file for extension time to file reply findings in re applications of Radio Station, WSOC Inc., et al. for change of studios, the date for filing reply findings was continued from May 2 to May 10, 1955. (Action of 4/6).

By Hearing Examiner William G. Butts on April 7

Wellesville, N.Y., Radio Services of Wellesville.--Issued new license to operate auxiliary transmitter to serve present community of interest for new station (Docket 11188), on the condition that the new station be operated by remotely. (Action of 4/6).

By Hearing Examiner Hugh B. Hutchison on April 6

Murphy, N.C., Cherokee Bestc Co.; Valley Bestc Co.--Issued new license to cover new station in accordance with order to govern hearing in re application for new station (Dockets 11190 and 11191), the taking of testimony to begin April 27.

By Hearing Examiner Annie Neal Huntting on April 8

Newburyport, Mass., Theodore Feinstein--Granted petition to modify his application (Docket 11141; RP-6027), to cover certain changes in his statement of program service.

By Commissioner Robert T. Bartley on April 7

KAMQ Amarillo, Tex., Top of Texas Bestc Co.--Mod. of CP (RP-6156) which authorized increase daytime power; install new transmitter and change of city from operating on band 3 to band 2A for change in type transmitter (RP-6160).

Remote Control

WRMC Mcminnville, Tenn., Cumberland Valley Bestc Co.--(BPCT-686).

April 12 Decisions

BROADCAST ACTIONS

Actions of April 8

WFNY McComb, Miss., WSBK Inc.--Granted petition of license to change name of licensee to Broadcast Service Co. (BPCT-576).

Modification of CP

The following were granted extensions of completion date as shown: KUBR Boston, Mass., to April 30-55; WPAM New York, N.Y., to April 10-55; WYQJ Buffalo, N.Y., to April 1-55.

Remote Control

The following were granted extensions of completion date as shown: KURG Birmingham, Ala., to April 30-55; WQW Enid, Okla., to April 1-55; WAVE Jacksonvile, Fla., to April 30-55.

By Hearing Examiner Elizabeth A. Smith

The following were granted extensions of completion date as shown: KVSN Enid, Okla., to April 30-55; KVSM Muskogee, Okla., to April 1-55.

April 13 Applications

Accepted for Filing

License for CP

WYNA Tuscumbia, Ala., Jesse Henry Hambrick.--License to cover CP (RP-6535) as mod. which authorized new standard broadcast station and change of studio location and make equipment change for new transmitter and studio location (BL-5686).

WKHM Monticello, Ark., James A. West Jr.--License to cover CP (BPCT-6866) which authorized new standard broadcast station and change of studio location and make equipment change for new transmitter and studio location (BL-5686).

WRGN Sissonville, W. Va., Bcstg.--License to cover CP (RP-6866) as mod. which authorized new standard broadcast station and change of studio location and make equipment change for new transmitter and studio location (BL-5686).

WWMN Elgin, Ill., Richard Sutter, Joseph E. Montgomery.--License to cover CP (RP-6866) which authorized new standard broadcast station and change of studio location and make equipment change for new transmitter and studio location (BL-5686).

WTAQ LaGrange, Ill., Russell G. Salter, Charles P. Murray.--License to cover CP (BPCT-6866) as mod. which authorized new standard broadcast station and change of studio location and make equipment change for new transmitter and studio location (BL-5686).

WYTA Central City, Ky., L. L. Stone, C. H. Gilmore.--License to cover CP (RP-6866) which authorized new standard broadcast station and change of studio location and make equipment change for new transmitter and studio location (BL-5686).

WHNA Chicago, Ill., WHNA.--License to cover CP (RP-6866) as mod. which authorized new standard broadcast station and change of studio location and make equipment change for new transmitter and studio location (BL-5686).

WHOA Hopkinsville, Ky., Hopkinsville Bestc Co.--License to cover CP (BPCT-6866) which authorized new standard broadcast station and change of studio location and make equipment change for new transmitter and studio location (BL-5686).

Annual Market

VHF Television Station

$750,000.00

Ideal place to live. Terms can be arranged for temporary board. Contact our nearest office for details.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

WASHINGTON, D. C.
James W. Blackburn
Raymond E. Marshall
William A. Jackson
Washington Bldg.
Sterling 3-4541

CHICAGO
Ray V. Hamilton
William T. Stabbledge
Tribune Tower
Delaware 3-2755-6

SAN FRANCISCO
William T. Stabbledge
235 Montgomery St.
Exebrook 2-5671-2

WPX Falls Church, Va., Lamar A. Newcomb.--License to cover CP (BPCT-6866) which authorized increased power of new auxiliary transmitter and antenna to be operated on 740 kc, 1 kw, employing day and night auxiliary operation (DA-1) for auxiliary purposes only (BL-5686).

KOIL Omaha, Neb., Central States Bestc Co.--License to cover CP (BPCT-6866) which authorized increased power and location of new auxiliary transmitter and antenna as auxiliary (at present location of) of new auxiliary transmitter and antenna (at present location of) to be operated on 1250 kilocycles, 250 watts to operate auxiliary transmitter by remote control to 511 S. 17th St., Omaha (BL-5686).

WATC Athens, Ohio, A. Kovac and J. D. Sin-ard.--License to cover CP (BPCT-6866) which authorized increased power and type transmitter (BL-5686).

WJTP_Corv. Pa., Olivia F. Kennelham--License to cover CP (BPCT-6866) as mod. which authorized increased power and type transmitter to operate on 1250 kilocycles, 250 watts and on auxiliary (as mod.) by remote control (BL-5686).

WABC New York, N.Y., Bcstg.--License to cover CP (BPCT-6866) as mod. which authorized increased power of new auxiliary transmitter and antenna to be operated on 750 kilocycles, 1 kw, employing day and night auxiliary operation (DA-1) for auxiliary purposes only (BL-5686).

Remote Control

WDFD Bethan, Ala., Houston Bestc Service (BPCT-6866).

Renewal of License

KBRA Benton, Ark., Benton Bestc Service (BPCT-6866).

BROADCASTING • TELECASTING

Page 112 • April 18, 1955

For the Record
CLASSIFIED ADVERTISEMENTS
Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted
20¢ per word—$8.00 minimum • Help Wanted 50¢ per word—$20.00 minimum.

All other classifications 30¢ per word—$4.00 minimum • Display ads $15.00 per inch.

No charge for blind box number. Send box replies to BROADCASTER, DeSales St., New York 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward racestimes separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Broadcasting, Inc., expressly reserves any liability or responsibility for their custody or return.

RADIO

Help Wanted
Managerial

Manager—New, 6,000 watt daytimer K-BAM! Longview, Washington. Above average salary plus bonuses. Only exceptional men from west of midwest considered. Resumes to Box 891G, B-T.

Mr. Sales Manager—This is what we offer: Minimum of $7,000 a year. Salary plus overrides on station earnings, plus bonus, plus pension benefits, make possible for you an opportunity beyond the imagination. Opportunity unlimited. Prosperous, expanding, promotion-minded market in rich and beautiful agricultural and hardwood forested area. You'll go places with us. Only candidates who want freedom, balance, finances, personality and the capacity for hard, honest work will be considered. Write or call this office immediately, giving complete background. Rush resume, letter of introduction and full details of experience and education. Resume to Box 985G, B-T.

If you know radio—if can sell—here is $330 to $550 monthly depending on production. Complete name and address of job available. Salary plus commission. Box 985G, B-T.

EXECUTIVE & STAFF LEVELS
CONFIDENTIAL CONTACT

There is no need to burden yourself and your secretary with reams of needless correspondence and dozens of telephone contacts. This work has already been accomplished for YOU by our skilled personnel specialists, headed by Howard S. Franklin, the pioneer TV and Radio Management Consultant.

Our data constitute the LARGEST NATION-WIDE POOL of well qualified and carefully investigated personnel ready to go to work for YOU.

CURRENT AVAILABILITIES
TV AND RADIO

General Managers
Commercial Managers
Announcers
Producers/Directors
Special Events
Announcers/Actors
Technicians
News Buyers
TV Film Editors
Continuity Writers

INQUIRY ADDED OTHER CATEGORIES

In most of the above categories we have clients qualified for both major and smaller market stations. Please write for requirements describing the position, qualifications desired and the salary range.

Will screen all abilities and furnish a carefully selected group for your consideration and direct contact.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.
706 Bend Blvd., Washington 5, D. C.

RADIO

Help Wanted—(Cont’d)


Announcer with 1st class phone license. Experience secondary to ability. Knowledge of concert music desirable. Phone Program Director, WCIR, Watham, Mass.

All around announcer needed for vacation replacement. Sixteen weeks beginning May 15. Write WERC, Erie, Pa.

Wanted: Hillbilly & gospel announcer to take position as 21 announcer in leading station in biggest small market in state. Opportunity for advancement, excellent working conditions. Selling your image. Good sales ability. You'll have 20% commission on sales. WKLX, Cumming, Alabama. Immediate opening—experienced announcer. Permanent position. Disc or tape, photo first letter. WMCL, Dublin, Georgia.

Technical

First class engineer-announcer for new Long Island independent. Must have good voice, but experience in mornings essential. Good salary with unlimited opportunity for advancement. Good opportunity on daytime station. Contact Chief, TV and Radio Station.

First class licensed engineer for am-fm-tv, experienced preferred by will accept right man. Good salary as high as $87.00 per week, depending upon experience. Contact Orin or Finnegar, WLBC, Munite.

Production-Programming, Others

Learn news—assistant to news director wanted. Make calls, rewrite, staff. Qualifications: Good voice; command of English; confidence you could learn to edit and write. Midwest. $60 to start. Box 986G, B-T.

Continuity writer wanted for midwest am-tv operation, city of 100,000. Must have previous experience. Good salary with benefits. Box 136A, B-T.

Program director am-tv. Able to take charge and supervise both, with emphasis on local programing. Tell us what you can do and give us details of work experience, including your ability to produce audience-building programs, on the air. Complete and accurate data—programmed, musical and executive background, etc. Confidential. Box 138A, B-T.

Wanted: Copywriter-announcer combination for daytime station. Salary open. Radio Station WITC, Gasport, N. Y.

News reporter—announcer. Must be able to gather and write local news, deliver authoritative newscasts and announce. Salary $75.00 a week. Experience, sample and tape newscasts copy to WVSC, Somerset, Pennsylvania.

Situations Wanted
Managerial


Manager general thoroughly experienced, young, successful. Fifteen years, all phases. Desires progressive small or medium market. South preferred. Good salary with benefits. Available in two months. Box 97IG, B-T.


Experience...ten years. Desire relocate. Program Assistant Manager. Available May. Box 135B, B-T.
**RADIO**

**Situation Wanted**—Cont’d

**Manager**

**Announcer,** Manager available: Qualifications: 1. Several years experience. 2. Can sell, promote, program, announce; Excellent combination. 3. Good voice, pleasant personality. 4. Civic minded, family man, 31, sober, Carolina. 5. Salesman, experience in retail, arrangement, approved. Write Box 168A, B-T.

Successful radio manager, veteran available. Aggressive, capable, reliable. Management, sales or promotion. Radio or television. Box 170A, B-T.

Successful manager—many years experience. Radio engineer can build from CP. Hard working, with strong sales push. Low cost operation. Salesmanship investigated, market available soon, present station sold. Box 179A, B-T.

**Salesman**

Successful salesman. Excellent references. Married. Average-size market. Box 310C, B-T.

Sales, programming, administration background. Experienced as commercial, production and station manager. 21, married, capable, dependable. Box 194A, B-T.

**Announcer**

Announcer: 2 years, strong news and commercial delivery, veteran. Box 604G, B-T.

Superior experienced announcer available. Good salary, working conditions required. Family first. Box 181A, B-T.

Announcer, three years experience combination announcer and engineer. Presently employed. Wish to change. Box 949G, B-T.

Sports announcer. Desires better position in radio media, play-by-play, 6 years experience. Box 950G, B-T.

Staff announcer, personality deejay, news and control board operations. Light experience. Married. Free to travel. Tape. Box 954G, B-T.

**West Coast summer replacement announcer.** Experience in news or commercials. Also production, copy. Box 199A, B-T.

**Announcer—writer—operate console, strong on news, commercials. 3rd ticket. Married. Will travel. Tape, photo, resume available. Box 193A, B-T.**


**Announcer—DJ, employed. seeking larger market, four years, consider all. Box 144A, B-T.**

**DJ team, married couple, morning show or night. $125. Employed. Box 145A, B-T.**

**Announcer—strong on music, news, sports, copywriting. Draft exempt. Tape, photo available. Box 146A, B-T.**

**Announcer—good disc jockey—excellent commercial. Bachelor degree—veteran—will travel—tape and resume upon request. Box 188A, B-T.**

Announcer, presently employed, wish to relocate. Married. Box 195A, B-T.

Announcer: High school license. Good voice, Experienced. Box 165A, B-T.

**Staff announcer—fresh from 12 months experience, control board operation, single, ex-GI, tapes on request. Box 111A, B-T.**

**DJ, 5 years all phases. Married. Now in south Missouri market. 200,000, Prefer $330, Box 177A, B-T.**

**Announcer, negro, "real crazy hop talk," some experience, tape available. Box 178A, B-T.**

Top deejay—announcer. Experienced—prefer east. Immediately available. Tape. Box 179A, B-T.

Announcer—young and eager to get into radio field. Willing to work hard and learn. Strong on writing. Tape, resume. Box 180A, B-T.

Announcer, specialty DJ and news, no hot shot, tapes on request. Box 181A, B-T.

Announcer, DJ, recent graduate, willing to work hard and learn. Tape and resume on request. Box 182A, B-T.

Versatile young staff announcer, experienced limited but excellent potential for sports and popular music, including country and sega. Courteous, dependable worker. Box 184A, B-T.

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## AVAILABLE IMMEDIATELY

**TELEVISION TRANSMITTER**

RCA-TT 5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower.

Terms can be arranged.

**BREMER BROADCASTING CORP.**

1020 Broadway
Newark 2, New Jersey

---

**RADIO**

**Situation Wanted**—Cont’d

**Technical**

Chief engineer—fifteen years experience and fm, directional, construction and maintenance. References available. Box 183A, B-T.

Engineer, first phone. Seven years experience, all phases. Wants permanent job with progressive station. Box 185A, B-T.

Chief or staff large am or tv. Specialty maintenance. Mature, responsible, married man. Many years one station. Interested in west coast or south-west. No announcing. Box 155A, B-T.

First phone—five year recording engineer. Tv Workshop—creative. Locate east—south-east. Box 180A, B-T.

First phone engineer, 4 years experience in am broadcast work, car, available immediately. Good references. Box 181A, B-T.

Would like opportunity to work under old timer in midstwest installing new am or tv equipment, remaining as operator when completed. Box 182A, B-T.

Wanted: Transmitter position. 1st phone. 1 year am time; technical experience, prefers west. Phone 2-5449, Denver, Colorado.

Engineer seeks position west of Rockies. No experience, first class ticket, Junior college education. 24 years of age. F. Williams. 9609 Orizaba. Denver, Colorado.

Ten years am; one, tv transmitter experience. First phone, car, 30, single. Available immediately. Write Joseph Propp 190-1/8, 24th St., Syracuse, N. Y. Phone 75-8912

**Programming, Others**

Program director and/or sports. Six years experience in all phases of station operation, including management. Family man desires permanent position with sports minded station. Tape and references available. Box 134A, B-T.

News or program director, Ohio or bordering states. Ten years announcing. Six years news editor 50kw. 45 years old, capable, authoritative, non-drinker, excellent character. Box 164A, B-T.

Wanted: Position as farm service director. Twenty-five years experience in radio and television, announcing, writing and handling live programs. One account 18 years. 5 days a week. Write Box 163A, B-T.

Copywriter, seven years radio and tv commercials. Want job with bigger agency. Diversified experience includes important accounts. For complete dossier write Box 166A, B-T.

Program and sports director. 10 years radio Miami, Oregon. Desires position in all phases of broadcast, all sports. 3 years PD. Also strong on news and commercials. Salary dependent upon experience. Box 167A, B-T.


(Continued on next page)
TELEVISION

Help Wanted
Salesmen
106,000 watt, channel 3. CBS affiliate television station needs experienced salesmen starting May 15 as replacements for present salesmen. Good openings on the-air billings. Compensation—salary plus commission. Write Lloyd Loener, KGLO-TV Mason City, Iowa.

Announcers
Need young men with or without radio experience. Some complete information to Smullin tv. Box 118E, Medford, Oregon or Box 121E, Eureka, California.

Technical
Tv-teh chief engineer. State salary and experience figures. Local facilities necessary, must be willing to accept CBS, NBC network, 80 miles to nearest vhf. WMSL-TV, Decatur, Alabama.

Program-Production, Others
Due to expansion, major network vhf station, one year or more. Excellent newsmen to gather, write, and present news. He will be an addition to our present progressive news department with excellent chance for advancement. Write to WNEK-TV, Program Director, Bay City, Michigan.

Situations Wanted
Managerial
Commercial manager—two years uhf-six years radio experience. Strong, dynamic administrator. Familiar with all phases station management—cost conscious. Excellent national contacts and industry references. University graduate, family man. Seeking good operation in medium to large market. Capable full charge. Box 174A, B-T.

Announcer


Forgotten something? It’s a woman’s voice and smile of approval that pushes the products off the shelf and the sponsors in your pockets. May I demonstrate? Radio experience, wish to opportune one of pleasant personality. Tape, please. Box 175A, B-T.

Highly professional DJ, news, special events announcer available to qualify operation. Tape, picture on assurance of proper handling and return $100 per week minimum guarantee. Professional, familiar man for professional operation only. Box 150A, B-T.

Name recording vocalist wants am-tv DJ position anywhere, with opportunities, can also announce, MC. Give requirements, salary in reply. Johnny Holiday, 57 Tim Gayle Associates, 9850 Wilshire, Hollywood 46; Sunset 2-4196, Hollywood 1-9281.


TELEVISION

Situations Wanted—(Cont’d)
Technical
Tv engineer desires permanent position—associate degree—all phases studio work—network experience. Excellent references. Box 13A, B-T.

Production-Programming, Others
Film director position desired by tv film editor with three years radio-television experience. Box 986G, B-T.

Radio copy writer is looking for position in midwest station. If you have television, or hope to, he also wants to advance into production. Box 133A, B-T.

Director, floor man, cameraman. 3½ years experience. Married, vet. 25 years University Grad. Prefer west or midwest. Box 146A, B-T.


FOR SALE

Stations
5kw all new equipment, remote control $12,500. cash require discharge of ability to run station and financial ability. Located southwest. Station showing small profit under absentee ownership. Principals only. Box 133A, B-T.

Rocky mountain. 2kw. independent. Low down payment. Box 182A, B-T.

One of Wisconsin’s finest small market stations. Showing excellent profits. Old established property, $50,000. $20,000 cash will handle. Write Box 952G, B-T.

WMPA, Aberdeen, Mississippi, fulltime independent. Single station market owner over $5,500. Contact Joe Phillips, WSSO, Starkville, Mississippi.


Tennessee daytimer. $60,000 total, or 3/4 interest for $30,000. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Radio station. 1000 watt. Daytime. Southern area. Market over $60,000 per owner. Under $60,000. Financially qualified principals write Ralph Erwin, Broker, Box 811, Tulsa.


FOR SALE—(Cont’d)
Equipment, Etc.
Fm 18 kw amplifier (less 1 kw driver). Also pan supply. Western Electronics type 506B-2. New. Reasonable. Box 895G, B-T.

500 fast type N16 Blakx-Knox tower. Top designed for GE fm mast. New, reasonable. Box 896, B-T.

GE—250 watt type BT-1-B transmitter. 2 antennas on ground. One 2 bay GE with mast, one large 6 bay. WKE cleverleaf 60-7' on transmission line. Misc. elbows and fittings. Box 138A, B-T.

10kw General Electric fm transmitter, 8 bay GE antenna. GE fm station monitor. 700 ft 3½ to 670 MHz Cal channel line. WAOU, 70 H Street N.E., Atlanta, Ga.


All RCA—250kw transmitter. 2—#300D & 1—OPS amplifier. 200 lbs. #10 bare copper and copper wire. All used. Complete price $600. M. Wirth, WOAP, Owosso, Michigan.

WANTED TO BUY

Stations
We want our own station! Two family men... plenty of experience... Tv station buying, planning, programming, sales. Not afraid of work or long hours. Little ambition, desire for success and guts. Want medium to large market. If you know we will not wait. Box 127A, B-T.

Single station market station in New England area. Financing no problem. All replies held in confidence. Send information to Box 144A, B-T.

Wanted to buy small am or am/fm station eastern state, small payment. Box 174A, B-T.

Wanted to buy small station in midwest. All replies strictly confidential. Box 156A, B-T.

Radio station on west coast, prefer California market area. Write James F. Lehman, RT, 4, Box 202-B, Lodi, California.

Radio stations. Kansas, Missouri, Oklahoma, Arkansas. Ralph Erwin, Broker, Box 811, Tulsa.

Equipment, Etc.
Used 1 kw am transmitter. Prefer Gates BC-1F. Consider any at right price. Box 846G, B-T.

Wanted: Frequency monitor regardless of condition immediately. State model and price. Reply Box 194A, B-T.

Western Electric 25 B console or equivalent. Chief Engineer, KBNS, San Antonio, Texas.

Wanted—used portable microwave transmitter and receiver. GE, TL-1A or B, 3900 megacycles plus two 4 foot dishes. Send price and report on condition to Chief Engineer, WSEE, Erie, Pa.


INSTRUCTION

Get your FCC first phone license in 8 weeks. Intensive, personalized instruction by correspondence. Residence or in residence. Resident classes are conducted in Hollywood, California and Washington, D.C. Send for our free brochure and real the famous Grantham guarantee. Write Grantham School of Electronics, 2912 Wilshire, Los Angeles, California. Dept. D-51, 31711 11th Street, Washington, D.C.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nation-wide placement. Full information rushed to you. (No salesmen, no high pressure). Too good to be true—we know it costs no more! Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

FCC 1st phone license in 5 to 8 weeks: Bill Ogden, 1150 W. Olive, Burbank, California. See display ad next week.

LOCAL A.M. STATION FOR SALE

Two energetic couples can really bring home the bacon with this

250 WATT INDEPENDENT

In RICH West Coast market. Or, if you can swing it alone, here's future security for you. One of the nicest, cleanest, most efficient local stations anywhere. Modern building, attractive site. $12,000 down and terms to suit! All inquiries must be accompanied by personal balance sheet and references. Write Box 157A, B-T. Don't pass this one up... it won't wait.

FOR SALE BY OWNER...NO COMMISSIONS!
GENERAL MANAGER NEEDED

Must be man who is strong on sales and desires to permanently settle in the Southeast. Must be able to capably manage as well as direct the sales effort for established regional fulltime station affiliated with major network. Salary of $10,000 per year plus bonus for right man. Please submit detailed background in first letter. All replies confidential.

BOX 125A, B-T

RADIO & TV SALES MANAGER

Top rated Midwestern VHF station with network affiliation has opening for YOUNG, aggressive, top-notch Radio and TV Sales Manager. This is an ideal opportunity, offering a great future for the right man. He will receive over-ride on both radio and TV revenue. Send complete educational resume, photo, references and starting salary to

Box 185A, B-T

Dick Rudolph

General Sales Manager 14 Yrs.
W-I-T-H
Baltimore, Maryland

Available

Has averaged over $200,000 in annual sales for past 10 years. W-I-T-H Baltimore is one of the Nation’s biggest money makers doing over $750,000 yearly. Also with Hearst Newspapers for 10 years. Want now to make change. Best reference is my record.

3332 Piedmont Ave.
Wilkins 7-0462
Baltimore, Md.

Programming-Promotion, Others

Word Stringer


Box 167A, B-T

Television

Situations Wanted

Managerial

ASSISTANT MANAGER-COMMIL. MGR.

Mr. General Manager, do you need a thoroughly experienced (5 years radio-VHF-TV) station administrator, or commercial man who can produce locally and nationally, that can lead and direct a local sales staff; a man that can take the weight and details off your back and do it efficiently? If so, you can not afford not to look into this.

BOX 162A, B-T

FOR SALE- (Cont’d)

446 ft TV TOWER
Self-Supporting 40 lb. Wind Loading for
12 BAY HIGH BAND ANTENNA
New—Ready to Ship
Contact: Joseph B. Haigh
Texas State Network
Ft. Worth, Texas

FOR SALE—WHOLE OR PART

FM EQUIPMENT, ANTENNA, TOWERS
Available as Result of Merger
GOLD CONDITION
GE BT-4 FM TRANSMITTER 10 KW
GE BM-1 A STATION MONITOR
GE BT-4 ANTENNA—50 FT. MAST
JOHNSON AM/FM ISODUCPLETER
400' 1-5/8, 5.15 ohm TRANSMISSION LINE
—ALSO—
GE BT-1 4 FM TRANSMITTER 250 W
TOWERS
MINICLASS TYPE 305...30...340 FT.
BLANK KNOX SELF SUPPORTING...150 FT.
ICOG SELF SUPPORTING......105 FT.

CONTACT RIDLEY BELL
WRBL, COLUMBUS, GEORGIA

TALENT

Singing commercial? Song to demonstrate?...
I handle some top talent, available for potent performance: Larry Haines (London, Coral and Dot); Chuck Cabot Orchestra (Cardinal, now p.a. Rice Hotel, Houston); Johnny Holiday (Capitol and Pacific Jazz). Writing talent is repped by the too.

TAM GAYLE
3913 Blue Canyon Drive, North Holly-
wood, Calif. Sunet 5-0166 also Tam Gayle Songs (ASCAP) Gillo Publications (BMI)

INSTRUCTION

NATIONAL ACADEMY of BROADCASTING
3338 16th St., N.W.
Washington, D. C.
Job Getting Courses in
Announcing, Writing, Producing
Call Decatur-2-5580
New Term Starts June 2
In the Public Interest...

Lung cancer operation in Atlanta performed before WSB-TV viewers

Monday evening, March 28, thousands of Southerners sat tense before their television screens observing the surgical removal of the diseased lower left lobe of a man’s lung.

The Fulton County Medical Society and the American Cancer Society, Georgia Division, selected WSB-TV to document this the first "live" television account of a local operation for a lay audience. Purpose of the program was to emphasize the importance of early detection and treatment of lung cancer.

When adequate and professional television assistance is required by local interests it is worth noting that their first choice is WSB-TV.

wsb-tv
ATLANTA

The great Area station of the Southeast

TELESTATUS

April 18, 1955

Tv Stations on the Air With Market Set Counts
And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (△) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, wfr or uhf, report separately their coverage areas. Where stations differ among stations in the same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U.S. sets in use is unduplicated B-T estimate. Stations not preceded by triangle (△) are grantees, not yet operating.

ALABAMA

Andalusia—
WAIQ (2) 7/9-55-Unknown

Birmingham—
△ WABT (13) NBC, ABC, DuM; Blair: 215,490
△ WBRV-BC (4) CBS, DuM; Katz: 90,000
△ WBTV-4 (40) 12/5/-56-Unknown
WBIQ (19) 10/13/54-Summer '55

Decatur—
△ WNVS-LT (23) CBS, NBC; Walker: 26,330

Dadeville—
△ WTVY (5) CBS; Young-

Montgomery—
△ WALA-LT (19) ABC, CBS, NBC; Headley-Reed: 40,000
△ WKAB-LT (46) See footnote (c)
△ WARK-LT Inc. (1) Young: 3/25/53-Sept. '55

Yuma—
△ WSPA-LT (12) NBC; Katz: 86,110

Selma—
△ WSLE (8) 2/24/-54-Unknown

ARIZONA

Mesa (Phoenix)—
△ KVVA (12) NBC, DuM; Raymer; 118,560

Phoenix—
△ KOOL-TV (10) ABC; Hollenbergby: 118,560
△ KOPO (10) ABC; DuM; Katz: 126,000
△ KTVD (3) ABC; Weed-

Tucson—
△ KOPO-LT (13) CBS, DuM; Raymer; 36,605
△ WVCA-TV ABC; NBC; Raymer: 36,605
△ KWUL (11) NBC, DuM; Grant: 36,136

ARKANSAS

El Dorado—
△ KBBK (10) 12/24/-54-Unknown

Fort Smith—
△ KFRA (22) ABC, CBS; DuM; Pearson: 71,000
△ KNAC (5) Rambeau; 6/3/-54-Unknown

Jonesboro—
△ KDOM-LT (8) 1/12/-55-Unknown

Little Rock—
△ KARK-TV (4) NBC; DuM; Petry: 101,567
△ KTHT (11) Finnham: 11/4/54-Sep't. '55
△ KTLY (7) See (Fine Bluff-

Pine Bluff—
△ KATV (7) ABC; Avery-Knodel; 91,389

Texarkana—
△ KC9CM-LT (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
△ KBHAK-TV (29) ABC, DuM; Weed: 90,000
△ KERO-TV (15) NBC, DuM; Hollenbergby: 166,294
△ Berkeley (San Francisco—)
△ KQED (49)

Total stations on air in U. S. and possessions: 420; total cities with stations on air: 282. Both totals include KETV-Juarez and KETV (TV) Tijuana, Mexico as well as educational outlets that are operating. Total sets in use, 36,150,000.

Indicates educational stations.

Cities N.Y. interconnected.

(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverage in Canada: WCTV-SN, 673,727; WGTV, 431,352.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 19, 1952.

(c) The following stations have suspended regular operation but have not turned off in CPU: WEAR- Mobile, Ala.; KBRD-Fremo, Calif.; WYAT- Chattanooga, Tenn.; WLCF- Lockport, Me.; WTVF- Nashville, Tenn.; WJW- Cleveland, Ohio; Wnde- Minneapolis, Minn.; WTCF- Detroit, Mich.; WDBL- Atlanta, Ga.; WSB- New York, N. Y.; WTVG- TV (Elmira, N. Y.; WMHS- TV) New York, N. Y.; WNTV- (Abby, N. Y.; WTVF- TV Elona) Charleston, S. C.; WTVR- (Wife TV) Dayton, Ohio; KMKV TV (Georgia City; KCMV TV) Dallas, Tex.; KWTV- (Fort Worth, Tex.; WBBV- TV Norfolk, Va.; KTVK- (TV Fairmont, W. Va.; WCAN-TV Milwaukee.

(d) Shreveport TV Co. has received initial decision favoring it for channel 2, which is currently operated by Interim TV Corp. [KSLA TV].

New TV Station

The following tv station is the newest to start regular programming:

WBRZ (TV) Baton Rouge, La. (ch. 2), April 14.
a close look at facts...

**WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater**

**WABASH VALLEY**

- One of the Mid-west's most prosperous industrial and agricultural markets
- $714,500,000 Retail Sales in year '53-'54
- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 Homes (147,000 TV homes)

| 118,000 UNDUPlicated WTHI-CBS TV HOMES! |

**TERRÉ HAUTE, IND.**

316,000 Watts

Represented nationally by:
The Bolling Co. New York & Chicago

**MISSOURI**

- Cape Girardeau—**KFSV-TV** (12) CBS; Headley-Reed: 115,500
- Clayton—**KFKU-TV** (30) 2/5/53-Uncertain
- Columbia—**KOMU-TV** (8) NBC, ABC, DuM; H-R: 63,295
- Festus—**KACY** (14) See footnote (c)
- Hannibal (Quincy, Ill.)—**KQRA-TV** (7) CBS, DuM; Weed: 133,720
- Kansas City—**WGEM-TV** (10) See Quincy, Ill.
- Jefferson City—**KRCG** (13) CBS: Roos-Blair, Blair-Tv Joplin—**KSWM-TV** (12) CBS; Venard: 64,680
- Kansas City—**KCMO-TV** (5) ABC, DuM: 483,376
- Kansas City—**RKMC-TV** (8) CBS; Free & Peters: 463,376
- Kansas City—**WDAK-TV** (4) NBC; Harrington, Righter & Parsons: 483,376
- Kirksville—**KTVU** (12/16/53-Uncertain
- St. Joseph—**KFXO-TV** (5) CBS, DuM; Headley-Reed: 125,716
- St. Louis—**KETC** (79) 500,000
- St. Louis—**KSDK-TV** (6) ABC, CBS, NBC; NBC Spot Sl.: 773,923
- St. Louis—**KSDK-TV** (5) CBS, DuM; KFEC: 725,000
- St. Louis—**KSDK-TV** (6) 2/15/53-Uncertain
- St. Louis—**KTVU** (12/16/53-Uncertain
- St. Louis—**KTVU** (5) ABC, CBS, DuM; Radio-Tv Reps.: 317,200
- Sedalia—**KNOB-TV** (6) Pearson: 57,000
- Springfield—**KSWT** (30) CBS, DuM; Weed: 62,270
- Springfield—**KTVG** (5) NBC; Hollering: 69,300

**MONTANA**

- Billings—**KCOO** (2) ABC, CBS, NBC, DuM; Headley-Reed: 20,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating station; date of grant and commencement target date for grantee.
Another good investment when you want to keep three markets under control (for the price of one) is WJAC-TV. Hooper consistently shows WJAC-TV:

**FIRST in Johnstown**
(a 2-station market)

**SECOND in Pittsburgh**
(a 3-station market)

**FIRST in Altoona**
(a 2-station market)

Play for keeps in Southwestern Pennsylvania. Buy the 1 that covers 3.

Get full details from your KATZ man!
IT TAKES ALL THREE

A growing, prosperous market

Tops in Coverage & Programming

Effective Promotion

KROD-TV's mountain-top installation is the highest in Texas; 7,185 feet above sea level and 7,900 feet above El Paso's downtown market.

KROD-TV has the greatest coverage and the most viewers. It has unrivaled studio and staff facilities, better local programming; the best CBS and DuMont Network shows.

KROD-TV offers advertisers a complete merchandising and promotion package, including: announcements, mailings, store calls, out-door posters, windows, publicities, etc. . . The only station . . . in El Paso . . . that offers EFFECTIVE PROMOTION.

KROD-TV

New Mexico

El Paso, Texas

Affiliated with KROD-TV.

KELO-TV (11) H-R: 8/15/54-Aug. 35

Effective Promotion

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FOR THE RECORD

Galveston—
− RUGL-TV (14) CBS; CBS Spot Sta.: 377,000
− KGBF (12) ABC; Dallas, TX; 46,215

Houston—
− KUTV (7) ABC; Houston; 26,000
− KGAN (5) CBS; Dallas; 11,000
− KTRK (11) ABC; Houston; 9,000

Knoxville—
− WATE (6) ABC; Knoxville; 26,200

Longview—
− KVNE (29) Forte; 40,000

Lubbock—
− KLBK (12) ABC; Lubbock; 30,400

Memphis—
− KBBF (14) ABC; Memphis; 58,100

New Haven—
− WTNH (8) ABC; New Haven; 25,000

North Dakota—
− KFYR-LP (12) ABC; Dickinson; 5,000

Oakland—
− KTVU (22) CBS; Oakland; 2,400

Oklahoma City—
− KGTV (5) ABC; Oklahoma City; 30,000

Ohio—
− WJW (16) ABC; Cleveland; 40,000

Phoenix—
− KPHO (15) ABC; Phoenix; 30,000

Pittsburgh—
− KDKA (2) ABC; Pittsburgh; 93,000

Portland—
− KGW (2) ABC; Portland; 30,000

Richmond—
− WWL (8) CBS; New Orleans; 26,000

San Antonio—
− WOAI (16) ABC; San Antonio; 28,000

Seattle—
− KING (5) ABC; Seattle; 29,000

Spokane—
− KRBD (12) ABC; Spokane; 22,000

Stockton—
− KTXL (11) ABC; Stockton; 10,000

Tempe—
− KNXV (9) ABC; Phoenix; 25,000

Toledo—
− WTVN (5) ABC; Toledo; 15,000

Tulsa—
− KQTV (2) ABC; Tulsa; 12,000

UPCOMING

APRIL


April 18: New York State Asso. of Radio & Television Broadcasters meeting, Hotel Utica, Utica.

April 18: RAB Clinic, Milwaukee.

April 18: BMI Clinic, Hotel Utica, Utica, N.Y.


April 19: RAB Clinic, Grand Rapids, Mich.

April 21: Society of Motion Picture & Television Engineers, Detroit, Chicago.


April 20: CBS Inc. stockholders meeting.

April 21: RAB Clinic, Cincinnati.


April 22: BMI Clinic, Bangor House, Bangor, Me.

April 22: RAB Clinic, Cincinnati.

April 25: Texas Assn. of Broadcasters meeting, Gunter Hotel, San Antonio.

April 25-29: Pennsylvania Assn. of Broadcasters meeting, Bedford Springs Hotel, Bedford.

MAY

May 2: RAB Clinic, Chicago.

May 3: RAB Clinic, Peoria, Ill.

May 3-4: Asso. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4: RAB Clinic, Louisville, Ky.

May 5: RAB Clinic, Indianapolis, Ind.

May 5-6: American Assn. of Radio & Television Annual Convention, Drake Hotel, Chicago.

May 6: RAB Clinic, Fort Wayne, Ind.

May 16: RAB Clinic, Toronto, N.J.

May 15-17: Chicago Tribune Forum on Distribution and Advertising, WGN studio, Chicago.

May 17: RAB Clinic, Philadelphia.

May 18: RAB Clinic, Pittsburgh.

May 18: BMI Clinic, Buffalo, N.Y.

May 20: BMI Clinic, Syracuse, N.Y.


May 31: Deadline, Fund for the Republican Television Awards (scit right), New York.

BROADCASTING • TELECASTING

Directory information is in following order: call letters, channel, network affiliation, national representative; market size count for operating stations; date of grant and commencement target date for granted.

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London, Ont.—
− CFPL-TV (10) ABC; CBC, CBS, NBC, DuM; All-Canada, Weed: 15,000
− CJFT (9) CBC French; CBC, 221,216

CMBT (6) CBS; CBC, 221,216

Ottawa, Ont.—
− CBOT (4) CBC; CBC, 38,500

Peterborough, Ont.—
− CFCF-TV (12) CBC; All-Canada, Weed: 30,000

Port Arthur, Ont.—
− CJFW-TV (2) CBC; All-Canada, Weed: 6,000

Quebec City, Que.—
− CFCF-TV (4) CBC; Hardy, Weed: 28,500

Regina, Sask.—
− CKCK-TV (5) ABC; CBS, All-Canada, Weed: 15,000

Rimousk, Que.—
− CKิกTV (5) ABC; Stovin, Young; 7,000

St. John, N.B.—
− CBFT (1) CBC; All-Canada, Weed: 22,638

Saskatoon, Sask.—
− CFQF-TV (6) CBC; Radio Rep., Young: 11,000

Sault Ste. Marie, Ont.—
− CJIC-TV (3) CBS; Weed: 5,000

Sudbury, Ont.—
− CKSO-TV (5) ABC, CBC, CBS, NBC; All-Canada, Weed: 15,619

Toronto, Ont.—
− CJB (8) ABC, CBS, CBC, NBC, DuM: 5,000

Vancouver, B.C.—
− CBCT (2) CBC; 30,000

Winnipeg, Ont.—
− CKLW (9) ABC; Young: 1,466,000

Winnipeg, Man.—
− CBC (4) CBC; 5,000

MEXICO

Jalisco—
− KJTV (19) National Time Sales; $1,461

Tijuana—
"(San Diego)"

− KXET (8) ABC; 256,402
ON THE DOTTED LINE . . .

FIFTH consecutive year of exclusive broadcast of the Norfolk (Va.) Tars baseball games will be handled by WNOR there, with sponsorship of each game divided among three firms. L to r: seated, Bill Green, president, Green-Gifford Motor Co. (Chrysler-Plymouth); Ted Constant, Norfolk Beverage Co. (Miller High Life beer), and Alex Kotarides, president, Mary Jane Bakery; standing, Josh Barry, WNOR account executive-sports director and play-by-play announcer of the games; Earl Harper, general manager of WNOR; Gil Kennerly of Fergusson-Kennerly Adv. and account executive for the bakery; Mel Whitmire, WNOR account executive, and George Kotarides of Mary Jane Bakery. Jack Harris, WNOR account executive who shares the play-by-play announcing with Mr. Barry, was not present when the picture was taken.

LARGEST SCHEDULE of hourly news broadcasts ever used by a single advertiser on WHDH Boston is agreed to by Sealtest Dairy Products. L to r: Addison L. Winship, Boston Div. sales manager for Sealtest Dairy Products; Paul H. Provandie, partner, Hoag & Provandie, agency for the dairy, and William B. McGrath, WHDH vice president-managing director.

BYRON's Department Store, Miami, Fla., starts its 12th year on WGBS there. L to r: seated, Maynard L. Ream, advertising manager, and O. D. Pacetti, vice president, both of Byron's, ond, standing, Miller M. Babcock, managing director; C. Bud Daley, sales manager, and H. W. Scott, account executive, all WGBS.

DETOIT Plymouth Dealers assumes sponsorship of Mon.-Fri. Baseball Scores & Highlights, 5:15-20 p.m., on WJR there. L to r: Bob Reynolds, WJR sports director and host of the sports show; C. Hascal Bliss, chairman, Detroit Plymouth Dealers' advertising committee, and R. R. Reynolds, Detroit regional manager for Plymouth.

GREYHOUND LINES takes over sponsorship of KLZ Denver's 8:10-8:15 a.m. KLZ Weather Report. L to r: R. W. Johnson, terminal manager for Greyhound in Denver; Don Lee, KLZ radio sales representative, and K. F. Prosser, Greyhound district sales manager.

BROADCASTING subscription order blank

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

I've checked service desired.

☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

Enclosed □ Bill

[Blank form for name, title/position, company name, address, city, state, date: April 18, 1955]
The Hen and the Egg

WHAT this country needs is less, rather than more, government regulation of private business. That taut headline sounds whenever an election is in the offing. But when we take a look at the current record, we find the opposite is the order.

A half dozen investigations are being talked up which in one manner or another impinge upon the business of broadcasting. Some are planned by Congressional committees; others are projected by those creatures of Congress—the independent agencies like the FCC and the Federal Trade Commission. How many of them will get off the ground, and how far they will go, will depend upon the political state of the nation.

The first foray in the broadcasting field was touched off by the Senate Commerce Committee, inherited by Democratic Chairman Magnuson of Washington from his GOP predecessor, Sen. Bricker of Ohio. This one is well on the road, with special counsel and a $200,000 kitty. Judiciary Chairman Kilgore’s Monopoly Committee announces it has retained Joseph W. Burns, former antitrust attorney of the Dept. of Justice, as special counsel to update antitrust policy. The House Commerce Committee hasn’t yet shown its full hand, but it won’t stand by and let the Senate get in all the licks.

Meanwhile, the FCC has been given $170,000 in excess of its budget estimate by the House, to $80,000 earmarked for a “study of the network situation, notably in television. The Senate is likely to follow suit, because there’s now the obvious realization on the Hill that Congress and the Budget Bureau have been too niggardly in past years with an agency that has been burdened with more and more work, and given less and less money with which to accomplish it.

Why all this agitation about investigations and studies? Sen. Kilgore is motivated by his dislike of newspaper ownership. He has even gone so far as to advocate separation of ownership of radio and tv stations. Sen. Kilgore has a $200,000 budget, too, but he has agreed with Chairman Magnuson that he won’t invade the broadcast end, unless antitrust issues arise, and Mr. Magnuson is committed to refer such matters to the Kilgore Committee.

The Magnuson Committee had to move, what with the prior appointment of ex-Chairman Bricker, the provocative Plotkin and Jones reports, and the complaints about network domination, FCC discrimination, the economic state of uhf, and coaxial and microwave relay costs.

It’s the hen and the egg story again. If the FCC had been given the funds it had sought, it’s presumed it would have conducted the study it is being demanded through Congress.

Now that the Commission seems assured of new money, we assume it will move forthwith in blueprinting its projected “study” to supply the Magnuson Committee with the data it needs to get off the ground.

The Lady and the Handout

THE FACT that 1956 is a major election year is creating avid Congressional interest in still another phase of radio and television—political broadcasting.

Already the Hill is muttering about the high costs of campaigning, especially on television. Some Congressmen are even saying that television time should be donated to political candidates.

It is unfortunate but true that such irresponsible talk is being stimulated by one of the FCC’s own members. At whatever forum to which she can gain access, Comr. Frieda B. Hennock has been urging that the Congress command the FCC to command stations and networks to give time free to candidates.

She first brought up the subject a fortnight ago at a Senate hearing into a wholly unrelated question, juvenile delinquency. She brought it up again last week in a conference between the FCC and the House Commerce Committee. Unless forcibly restrained, she may be expected to bring it up again before the Senate Elections Subcommittee which last week began hearings on the Hennings bill to revise federal election control laws and raise the limits on campaign expenditures.

Not surprisingly, Miss Hennock is finding responsive listeners. With television established as the most persuasive avenue to the voter, those Congressmen who face campaigns next year are already worrying about means of gaining access to that medium. The prospect that they may be given free time on tv is bound to titillate almost any of them.

Happily, representatives from broadcasting will appear before the Senate Elections Subcommittee, and it will be up to them to introduce an element of sanity into the consideration of political time. They will have to make it clear that for the government to force broadcasters to give free radio or television time to candidates would make no more sense than to command newspapers to print political ads without compensation or printers to produce and distribute handbills or posters at no charge but to themselves.

There are realistic features in the Hennings bill, particularly those which would lift the present limits on campaign expenditures. In today’s economy it is ridiculous to suppose that candidates and parties can buy tv and radio time as well as space in newspapers and stick within present permissible budgets.

How to Make Bears Bulls

READERS who are inclined to be bearish about radio are urged to read the article, “Radio 1955: Grass Roots Giant,” beginning on page 38. It should turn them from bears to bulls.

In the unquestionable statistics of radio station population growth and in the actual experiences of station operators who have gone into flourishing business in the years when television was supposed to be knocking radio dead, there is a dramatic story.

It is a story which shows how radio has changed in the television era and how it has developed qualities which no other advertising medium can hope to match. It is a story worth reading by anyone engaged in advertising goods and services to the American people.

Uproar Over Subscription TV

EVENTS of the past two weeks have illustrated the need for a thorough—and orderly—airing of the pay-see-tv question.

The issue is becoming more controversial day by day. A fortnight ago Zenith and CBS met head-on in a dispute over a proposed pro-subscription commercial which Zenith hoped to teletcast on CBS-TV’s Omnibus [BT, April 11].

Last week the NAR TB Television Board formally resolved to oppose the introduction of a box-office to American television.

As the story in last week’s BT said, the debate is getting hotter. Until the debate is brought into the controlled atmosphere of an FCC hearing, where questioning can be conducted and opinion advanced in a disciplined way, it is bound to be more heated than enlightening.

It is to be hoped that in the formal hearings which the FCC eventually must call, all responsible viewpoints will be presented, soberly and clearly, so that the FCC will have a complete record on which to base what is bound to be its most significant decision in recent times.
The KMBC-KFRM Team has no equal in the Kansas City area when it comes to producing traceable advertising results. KMBC-KFRM has grown up with the market it serves. An intimate knowledge of people and a tested formula of programming have put the Team first in the minds of both audience and advertisers.

If your sales need stimulating in the great Heart of America market, there's no better place to take your advertising problems than to your Free & Peters Colonel. He's a mastermind at producing sales-building availabilities on the Midwest's most effective radio combination—the KMBC-KFRM radio Team.

in the Heart of America—6th Oldest CBS Affiliate

DON DAVIS, Vice President
JOHN SCHILLING, Vice President and General Manager
GEORGE HIGGINS, Vice President and Sales Manager
These five inland radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations ... and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined ... and at the lowest cost per thousand! (SAMS and SR&D)

In this inland market—ringed by mountains—the Beeline covers an area with more than 2 million people who have more farm income than Kansas, and nearly $4 billion in buying power. (Sales Management's 1954 Copyrighted Survey)